35 Cents

30TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JUNE 12, 1961

There'll be some cuts in tv commercial time if NAB Tv Board okays code changes 31

Is the timebuyer an adding machine, or does he perform a 'creative' function? 48

Senate Juvenile Delinquency Subcommittee aims its guns at television 60

New company will give national circulation to local cultural tv programming 76

COMPLETE INDEX PAGE 7

RADIO
is a
beautiful
background

Who else shares so many minutes with us . . . so many times a day . . . in so many places? Who else has this familiar sound we trust and turn to so often? Only Radio creates this constant *companionship* and only Spot Radio lets you choose time and place to share in it.

Radio Division
Edward Petry & Co., Inc.
The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS
DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

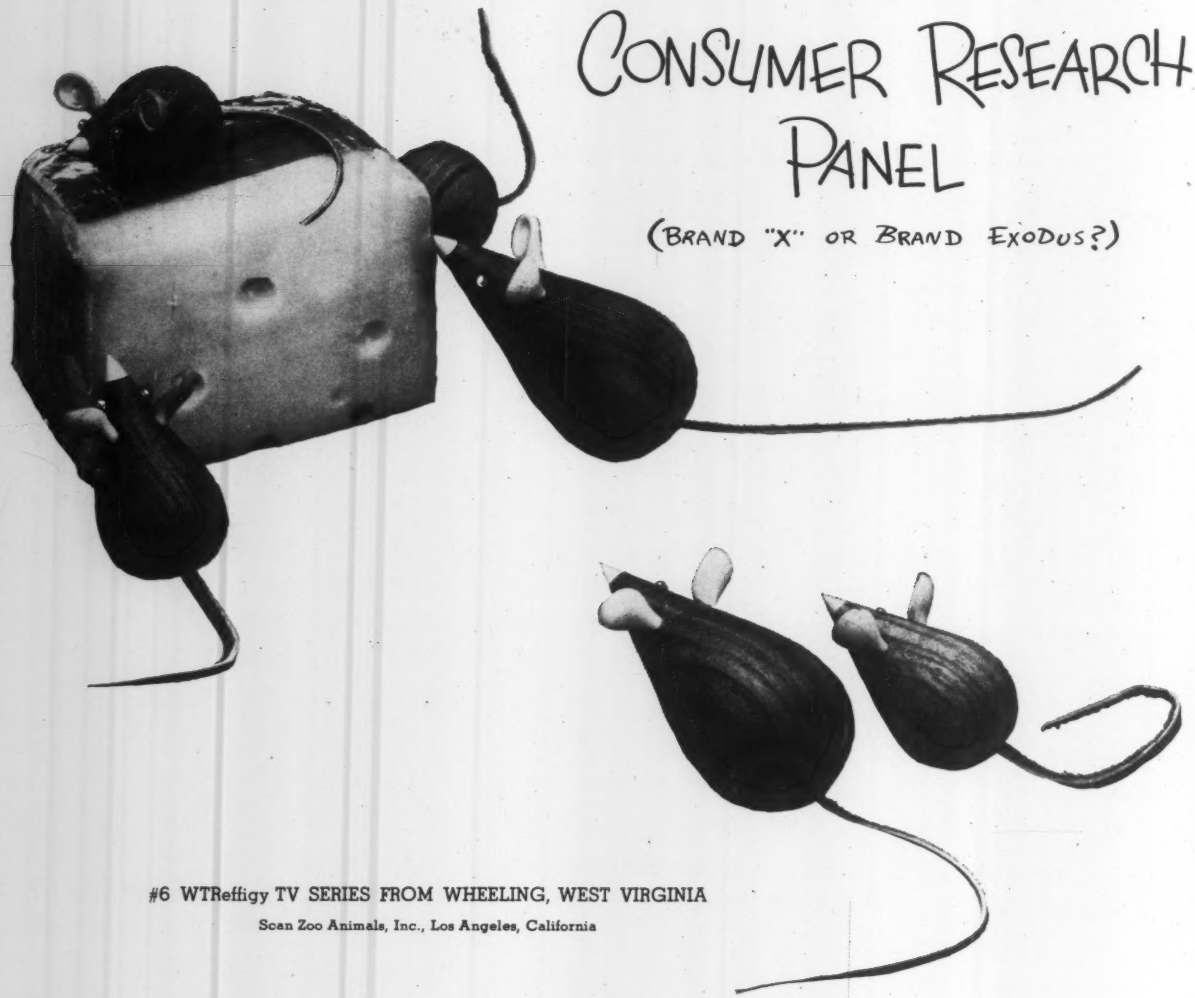
KOB	Albuquerque	KARK	Little Rock	[illegible]NL	Richmond
WSB	Atlanta	WINZ	Miami	KCRA	Sacramento
WGR	Buffalo	WISN	Milwaukee	WOAI	San Antonio
WGN	Chicago	KSTP	Minneapolis-St. Paul	KFMB	San Diego
WFAA	Dallas-Ft. Worth	WTAR	Norfolk-Newport News	KMA	Shenandoah
KDAL	Duluth-Superior	KFAB	Omaha	KREM	Spokane
KPRC	Houston	WIP	Philadelphia	WGTO	Tampa-Lakeland-Orlando
WDAF	Kansas City	KPOJ	Portland	KVOO	Tulsa
		WJAR	Providence		

WTReffigies Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!

CONSUMER RESEARCH PANEL

(BRAND "X" OR BRAND EXODUS?)



#6 WTReffigy TV SERIES FROM WHEELING, WEST VIRGINIA

Scan Zoo Animals, Inc., Los Angeles, California

Important . . . WTRF-TV Wheeling Market . . . Dominant in Rich
Booming Wheeling-Steubenville Industrial Ohio Valley . . . 2½ Million
People spending 1¾ Billion Dollars Annually . . . 7500 Retail Outlets.
Tops in Sales . . . Service . . . Results! Better Buy . . .
WTRF-TV Wheeling!

wtrf-tv

316,000 watts NBC network color

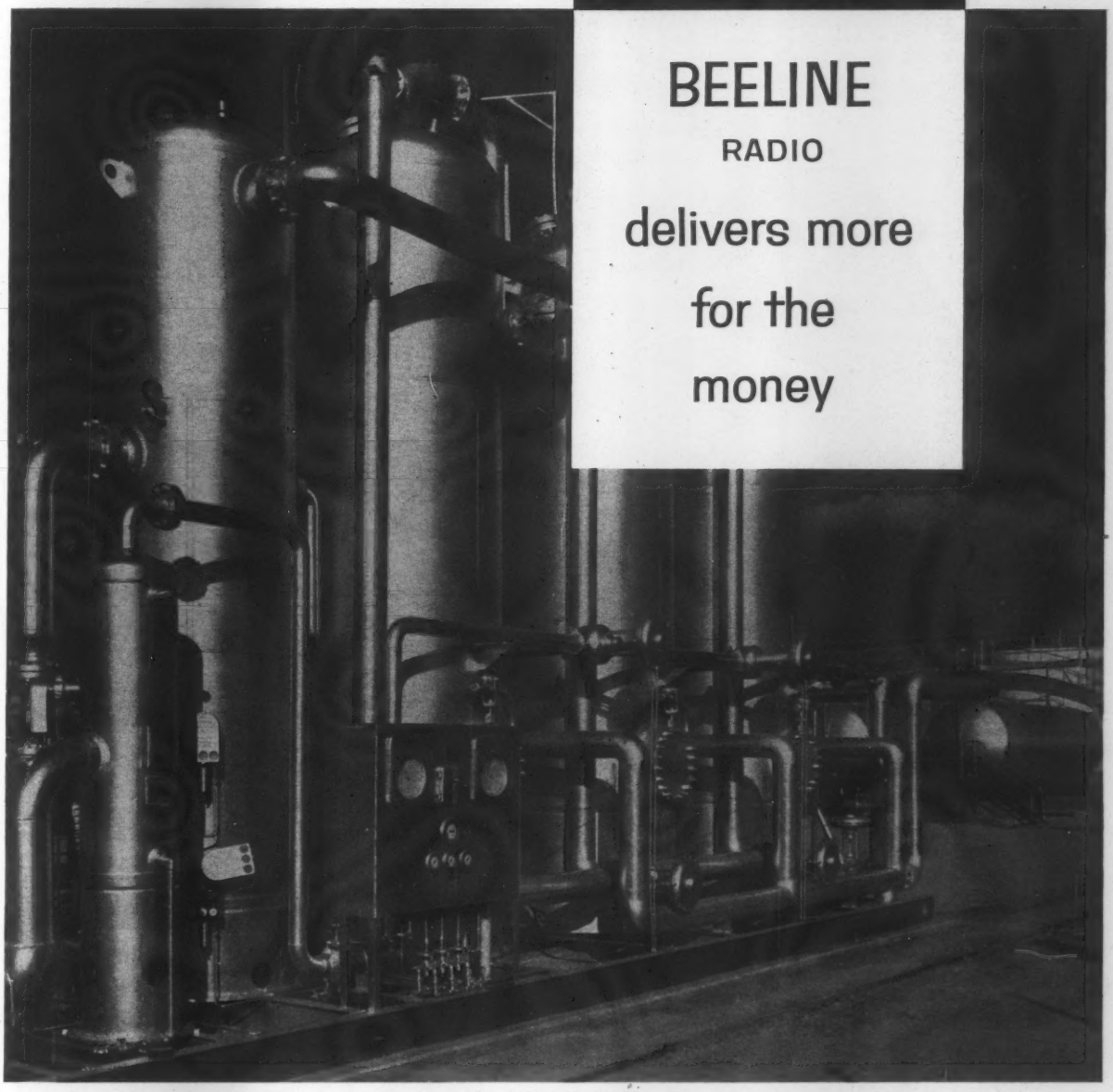
CHANNEL 7

WHEELING 7, WEST VIRGINIA

Represented Nationally by George P. Hollingbery Company

IN INLAND CALIFORNIA
(AND WESTERN NEVADA)

BEELINE
RADIO
delivers more for the money



In 1959 Kern county petroleum production was over $287 million — 29% of the California total. (Source: Bureau of Mines.)

You're talking to consumers with incomes well above average when you use the Beeline stations. In Bakersfield, for example, effective buying income per household is $8095* — 27% higher than the national average, 16% higher than California's average. This is sales potential for your product.

Beeline's KERN helps you tap it. In fact, throughout Inland California and Western Nevada, the Beeline stations deliver more radio homes than any other combination of stations — and at the lowest cost per thousand (Nielsen, SR&D).

Sales Management, May, 1961

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

Either way you look.....

. . . Channel 4 delivers more homes in the Dallas-Ft. Worth market. Both the ARB Market Reports and the Nielsen Station Indexes consistently show KRLD-TV delivering more homes than any other station in the great Dallas-Ft. Worth market.

We invite you to examine your latest ARB and Nielsen reports and then contact your Branham representative or KRLD-TV direct.

Reach the Dallas-Ft. Worth market EFFECTIVELY with Channel 4.

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS CBS

Channel 4, Dallas-Ft. Worth Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Redo reorganization

NAB reorganization plan to be submitted to board of directors at meeting in Washington this week was being reworked last weekend by President LeRoy Collins. After consultation with his three-man advisory committee (Clair R. McCollough, Steinman stations, Lancaster; Thomas C. Bostic, KIMA Yakima, Wash.; Dwight W. Martin, WDSU-TV New Orleans), NAB's new president decided to recast plan, probably calling for gradual reorganization Advisory. committee, plus vice chairmen of Radio-Television Boards (Merrill Lindsay, WSOY Decatur, Ill; William B. Quarton, WMT-TV Cedar Rapids, Iowa) and immediate past tv board chairman, W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex., meets in Washington today preparatory to full board meeting later in week.

Original reorganization plan, it's believed, called for centralization of control in chief executive beyond that considered advisable at this time. Whereas it had been thought maximum benefit would ensue if combined board were reduced sharply in size from present 43, it presumably was felt such drastic reduction now would be premature.

Tv crawls next

Dead-serious NAB tv code revampers are eyeing a new target—the endless crawls at the close of programs. If Tv Board approves triple-spotting ban cut in participating commercials this week, serious effort will be made to cut crawls. One big problem will be union contracts, which inherited practice from Hollywood. Codifiers want to eliminate big hunks of non-program material such as names of assistant hair-dressers, fourth assistant directors and bit players.

NAB to fill vacancies

Summer meeting of NAB board this week will feature changes in both Radio and Tv Board structures. Both chairman and vice chairman will be elected by Radio Board, which technically has had no chairman since Tom Bostic, KIMA Yakima, left board at end of term in May. Merrill Lindsay, WSOY Decatur, Ill., vice chairman and past chairman, is favorite for chairmanship. Tv Board will fill vacancy in tv-only class, created when Joseph C. Drilling moved from KJEO (TV) Fresno, Calif., to WJW-TV Akron, Ohio, which has radio adjunct. NAB staff vacancy created by move of Charles H. Tower, tv vice president, to Corinthian stations, will be filled by Gov. Collins.

Tom Bostic, it's learned, is not eligible under present rules to continue on Gov. Collins advisory committee. Board action setting up three-man advisory group last winter specified it consist of chairmen of combined radio and tv boards.

Dwight W. Martin, WDSU-TV New Orleans, tv chairman, and William B. Quarton, WMT-TV Cedar Rapids, Iowa, vice chairman, were elected by tv board during May NAB convention. Clair R. McCollough, Steinman stations, and Mr. Martin serve on present advisory committee with Mr. Bostic.

Search and research

It's sure bet that NAB board this week will be asked by President LeRoy Collins to approve preliminary steps leading toward establishment of permanent research center of kind he described in his speech at association's convention last month. Since speech, several university research centers have volunteered interest in plan, and at least one large foundation has indicated willingness to discuss endowments. What Gov. Collins will probably suggest is formation of small committee of broadcasters with strong research or education backgrounds to study how center could be created.

Blast hurts market

FCC Chairman Newton N. Minow's blast against U. S. television programming is having repercussions in foreign countries—to consternation of distributors of U. S. films abroad. Reports filtering in from Australia, Mexico and other countries point up Mr. Minow's criticism and quote foreign producers and community leaders as saying U. S. product should be restricted.

CBS radio meet

Agenda is still in work, but time and place for CBS Radio affiliates' annual convention have been set: Sept. 18-19, at Waldorf-Astoria in New York.

All-channel tv

After delay of several months, Budget Bureau and White House put stamp of approval last week on FCC proposal backing legislation requiring manufacturers to produce all-channel tv sets. Letter of transmittal, with proposed legislation, will go to Congress this week—or as soon as budget approval is given in writing. Several weeks ago, FCC bill was sent from budget to White House without any official explanation.

On the line

Crowell-Collier expansion into New York and Washington will be on line this week when FCC considers that broadcaster's response to questions regarding purported programming excesses at its West Coast operations and technical violations in Minneapolis-St. Paul. C-C is seeking to buy WMGM New York for $11 million. FCC renewed that station's license last month, absolving it of payola allegation, but passed over consideration of sale to C-C.

C-C is scheduled to buy WGMS-AM-FM Washington from RKO General for $1.5 million, if RKO General wins right to buy NBC's WRC-AM-FM-TV Washington, This, in turn, is dependent on FCC approval of package RKO General-NBC deal whereby both exchange facilities in Boston and Philadelphia, respectively, and NAB is permitted to buy KTVU (TV) San Francisco.

Censorship in brass

Is move afoot to shift standby censorship organization in event of national emergency from White House (OCDM) to Defense Department? Report, as yet unverified, is that White House in evolving reorganization of OCDM under which standby censorship organization is now provided, would shift all censorship responsibilities—civil as well as military—to military. This would be stoutly resisted by mass media, although they probably would not object to control of cables, mails, etc. by military.

Virtually since end of World War II when U. S. Office of Censorship was abolished, standby organization, fully staffed with key personnel (many of whom were with old organization) has been activated. While identities of key figures are classified, it's rather well-known in news field who they are. Byron Price, former executive editor of Associated Press and former Asst. Secretary General of UN, now retired, was World War II's censorship chief and he was instrumental in devising standby organization.

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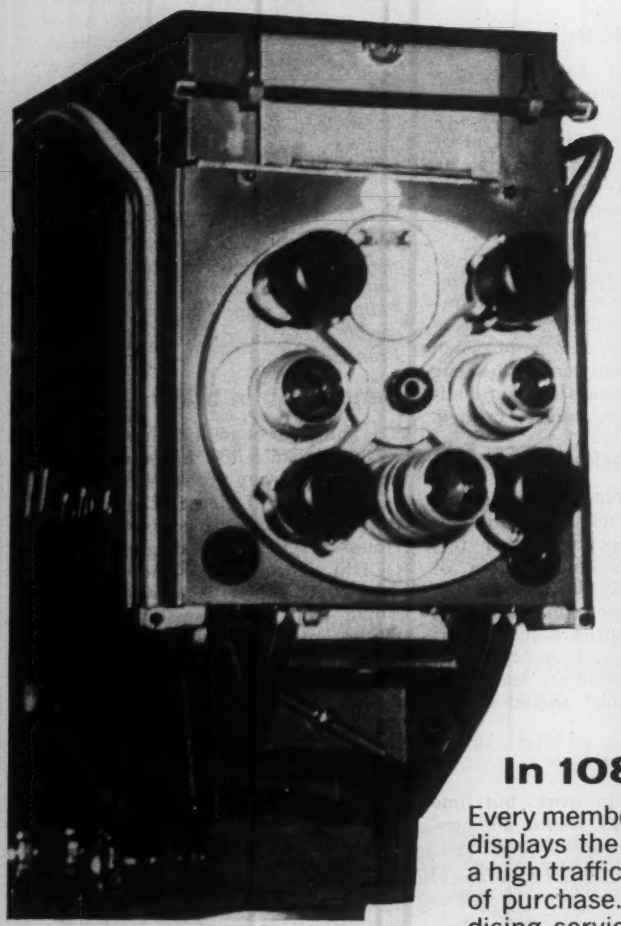
PUT YOUR COMMERCIALS IN HERE



AND WE PUT YOUR PRODUCT IN HERE

In 108 Richmond Drug Stores

Every member of the Richmond Pharmaceutical Association displays the WXEX-TV Spotlight Product merchandiser in a high traffic area... gives you extra sales push at the point of purchase. Just one of the many outstanding merchandising services of the best buy in Richmond and Central Virginia: WXEX-TV. Call our representative for details.

NBC

NBC-TV Basic: Tom Tinsley, President; Irvin Abeloff, Vice President.
National Representatives: Select Station Representatives in New York, Baltimore, Washington and Philadelphia; **Adam Young** in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; **James S. Ayers** in the South and Southwest.

WXEX-TV

WEEK IN BRIEF

NAB's Tv Code Board members are really serious about overcrowding of commercials. Triple-spotting banned, participation half-hour commercial time cut to four minutes in recommended changes. See . . .

CUTTING CODE COMMERCIALS . . . 31

Look out, Jack Paar. Westinghouse is out to grab late-night viewers with what may be the biggest tape syndication project started in the industry. It's a five-night, 90-minute series called 'PM East' and 'PM West.' See . . .

NEW LATE-NIGHT SERIES . . . 73

Ever wonder just what an agency timebuyer does with his (ofter her) time? An NBC Spot Sales study discloses these important people need flexibility so they can get into more creative advertising functions. See . . .

ARE TIMEBUYERS TIED? . . . 48

Well, the show's over in little Kingstree, S. C., and the feds have gone home. Tv cameras covered the final phases of FCC hearing into the license renewal of WDKD. A dj's patter gives onlookers a shock. See . . .

KINGSTREE HEARING ENDS . . . 64

They indulged in the current No. 1 sport at the Senate Juvenile Delinquency hearings last week, depicting television as a blend of blood, guts and adventure. NBC-TV's 'Whispering Smith' was the prime exhibit. See . . .

MORE COAL-RAKING FOR TV . . . 60

Three groups of tv advertisers—tobacco, soft drink and insurance companies—provide gross billings of $143 million, according to TvB. Brown & Williamson and R. J. Reynolds head tv tobacco advertisers. See . . .

THREE BIG TV SPENDERS . . . 43

A new reservoir of locally produced cultural tv programs will be made available by yearend, according to new Television Affiliates Corp. This service has been started by a group of prominent broadcasters. See

CULTURAL PROGRAM EXCHANGE . . . 76

Paramount's in the color tv scene once more, demonstrating two prototypes of its own receivers. One big feature—a single-gun color tube. Price described as 25% under level of RCA's lowest-cost model. See . . .

PARAMOUNT SHOWS COLOR SET . . . 70

It's going to be unanimous, this one-third increase in the time allowed by network for station breaks. CBS-TV increases to 42 seconds (ABC-TV now is 40 seconds) and NBC-TV is expected to follow CBS. See . . .

TREND BECOMES REALITY . . . 45

One way or another, Congress intends to adopt some sort of FCC reorganization plan of its own instead of the proposal of FCC Chairman Minow. Harris, Pastore introduce bills; hearing slated on Harris plan. See . . .

EVERYBODY'S IN FCC ACT . . . 68

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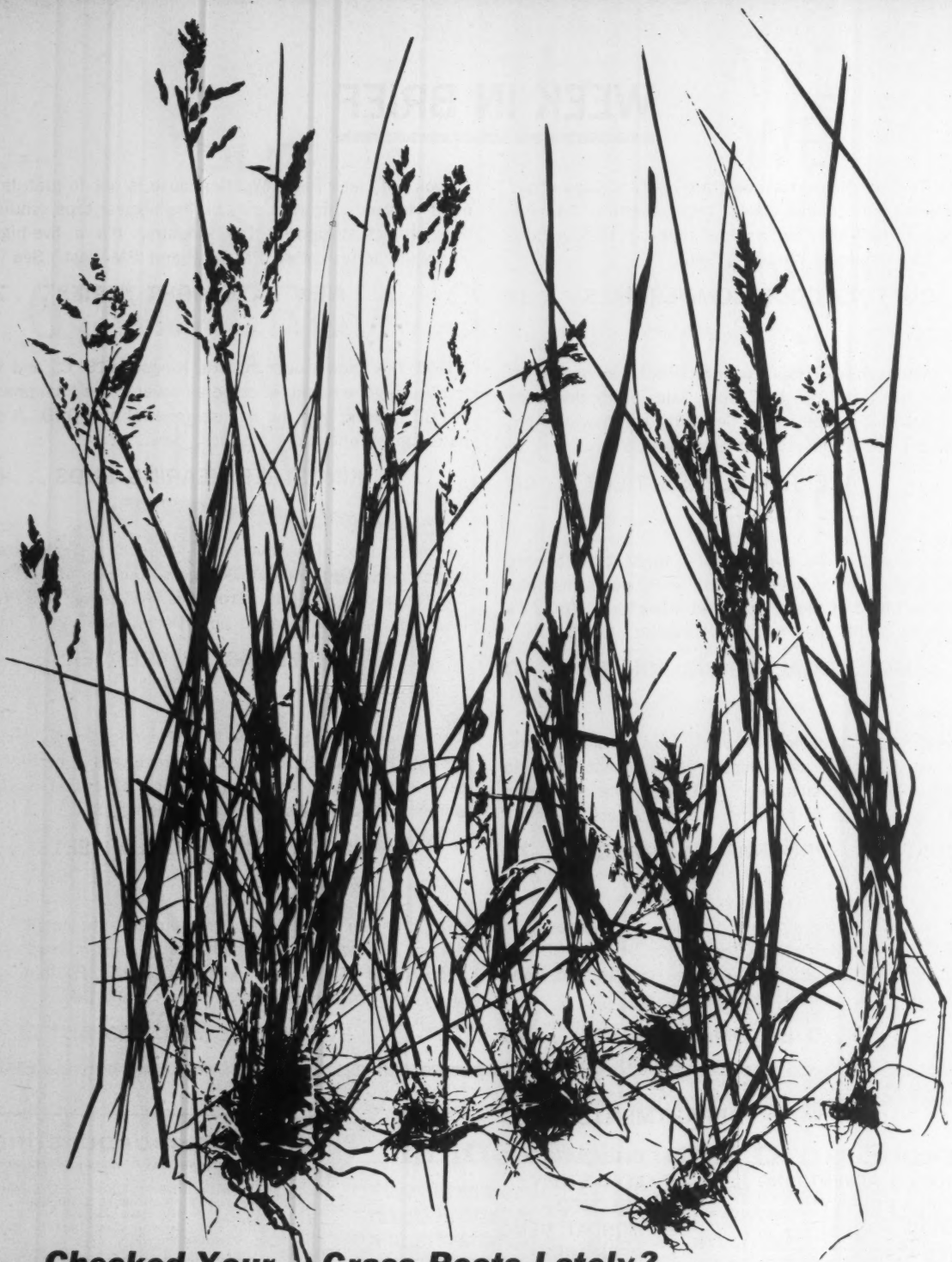


Checked Your Grass Roots Lately?

Agency men, figuring nobody knows a back yard better than the guy who lives in front of it, often supplement reference books with see-for-yourself factfinding. ■ Their first stop in Omaha is KMTV. They ask for information they can't find in the books. We have it. ■ Station images come into sharp focus at close range. The choice is KMTV. ■ When you buy KMTV, Omaha and Lincoln (and most people do) join the see-for-yourself trend. Tell us, or Petry, when you'll arrive. KMTV-3-OMAHA.

Writers to testify on 'violence' orders

Chairman Thomas Dodd (D-Conn.) said Friday his Senate Juvenile Delinquency Subcommittee will hear from tv writers who will testify they were told to "beef up" their scripts with violence if they expect to sell them.

He made statement as William T. Orr, Warner Bros. production vice president, was testifying at subcommittee hearing on possible connection between television and juvenile delinquency (see story page 60).

Mr. Orr denied knowledge of such orders at Warner Bros. But he conceded violence "is sometimes" added to scripts when necessary to Western format. Mr. Orr's testimony followed screening of segments from three episodes of *Cheyenne*, ABC show produced by Warner Bros. Subcommittee contended segments contained excessive violence and brutality.

Two ABC executives, Thomas W. Moore, programming vice president, and Grace M. Johnson, continuity director, said network does not condone violence or horror in shows for their own sake.

Along with Mr. Orr, they defended *Cheyenne*, contending it teaches sound moral values. Both said no proof exists of link between tv crime and juvenile delinquency.

James V. Bennett, director of Federal Prisons, however, said "definite relationship" exists, basing assertion on surveys he said were made of inmates at several federal institutions.

Dr. Wilbur T. Schramm, of Stanford U. said while tv cannot be considered sole cause of juvenile delinquency, crime shown on medium does "trigger" latent aggressions in some children. "Amount of tv violence is too dangerous to go on," he said.

Hearing continues Tuesday, moves to New York Thursday and possibly Friday. Three network tv chiefs will testify then. NAB President LeRoy Collins and FCC Chairman Newton N. Minow are expected to testify next week.

Engineering firm disbands

Washington consulting engineering firm of Page, Creutz, Steel & Waldschmitt after 15 years was disbanded Friday. John Creutz and Arthur Snowberger will remain in association at 1413 K St. David L. Steel Sr. will remain at K Street address until he can secure own office quarters. Willis C. Beecher, associate, will establish private practice, but will remain at K Street address. Both Esterly C. Page an Joseph A. Waldschmitt have been most active recently in Page Communications Inc., Mr. Page as chairman and Mr. Waldschmitt as president.

Davis heads NTA

Leonard Davis, who led fruitless proxy fight to secure seats on National Telefilm Assoc. board for himself and his attorney, Philip Handsman (BROADCASTING, March 27, April 3, 10) has become NTA president, board chairman and chief executive officer, BROADCASTING learned Friday. Official announcement was to be made Saturday (June 10).

He succeeds Charles L. Glett, who had held post only two weeks (BROADCASTING, May 29). Group insurance specialist handling policies with annual premiums of over $30 million, Mr. Davis succeeded in gaining seats on board of National Theatres & Television, largest (38%) NTA stockholder with NT&T's losses in NTA his major issue (BROADCASTING, April 10, 17, 24).

Communicators set Northwestern talks

Mass media and their responsibilities in free, democratic society, will undergo scrutiny at conference called for Aug. 3-4 at Northwestern U. School of Law, Chicago, with FCC Chairman Newton N. Minow and score of others prominent in communications, tv and journalism among participants.

Mr. Minow and J. Leonard Reinsch, executive director of Cox stations, both graduates of Northwestern, jointly initiated seminar at which Mr. Reinsch will preside over one open and two closed sessions. It's first such symposium at major university since tv became factor in mass communications.

In addition to Messrs. Minow and Reinsch, others who have accepted invitations include: Pierre Salinger, news secretary to President Kennedy; Prof. Louis Jaffe, Harvard Law School; Dean Roscoe Barrow, U. of Cincinnati Law School and author of controversial Barrow report on network operations; Fairfax Cone, chairman, Foote, Cone & Belding, Chicago; Clair R. McCollough, Steinman stations and chairman, NAB Board; Ralph McGill, publisher, *Atlanta Constitution;* Ward L. Quaal, WGN Inc.; William R. McAndrew, executive vice president in charge of news at NBC; W. Theodore Pierson, Washington communications attorney; Peter Goelet, president, National Audience Board; Sig Mickelson, Time, Inc.; Prof. Nathaniel Nathanson and John E. Coons, Northwestern School of Law; M. S. Novik, broadcast consultant; Warren Agee, executive officer, Sigma Delta Chi, and Sol Taishoff, editor and publisher, BROADCASTING and *Television* magazines.

NBC follows suit, ups station breaks

NBC officials said Friday they will "reluctantly . . . follow the lead of ABC and CBS" in extending affiliates' prime-time station breaks from 30 seconds to 42, effective as new programs start this fall (also see story page 45). With this decision network abandoned plans, announced last winter, to give affiliates 70-second breaks after four 7:30-8:30 p.m. programs that are sold on participation basis.

Decision was disclosed after meeting with NBC-TV affiliates board of delegates, which agreed that use of expanded breaks for triple-spotting would be "highly undesirable and extremely inadvisable." Authorities said delegates board, headed by Jack Harris of KPRC-TV Houston, will "urge all affiliates to give NBC written assurance that they will not triple-spot," and that network is confident of getting this written pledge.

Delegates also approved network's fall advertising and promotion plans and adopted resolution hailing NBC-TV's upcoming lineup as "the most promising fall schedule in network history."

Rich sees haltered ID under 40-second breaks

Tv networks' 40-second station break will reduce present maneuverability of ID advertiser, Lee Rich, Benton & Bowles senior vice president, media and programming, told agency account people in memo Friday (June 9).

ID advertiser, he felt, will be frustrated because stations will try to fill breaks with two 20-second announcements and such announcements will hold "strong positions" in network lineups. There'll also be 40-second announcement to fill break, he predicted, but said he'd recommend them only under special conditions.

more AT DEADLINE page 10

WEEK'S HEADLINERS

Mr. Beckwith

Mr. Fuller

Aaron Beckwith and **Delbert O. Fuller Jr.** elected vps at BBDO, N. Y. Mr. Beckwith, tv account supervisor, joined agency in March 1959. He had been program sales manager for ABC-TV, and previously was vp in charge of N. Y. film activities for Music Corp. of America; vp and general manager of United Television Programs; director of business for National Telefilm Assoc., and manager of WHEN Syracuse. Mr. Fuller joined BBDO in 1957 as account executive. He was named group head last year. Previously, he had served as product manager, General Foods Corp.

Mr. Anderson

Harold (Hap) Anderson, general manager of WINS New York, appointed president and general manager of First Carolina Corp., Columbia, S. C., holders of construction permit for WCCA-TV Columbia. Station is expected to start operating on uhf ch. 25 on Labor Day. Mr. Anderson joined WINS in 1959 after serving for year as president of Founders Corp., holding and investment company with broadcast properties.

Mr. Rachmil

Lewis J. Rachmil, administrator of west coast office of Ziv-United Artists since 1960, appointed vp in charge of production operations for company. He joined Ziv-UA in 1959 as producer of *Men Into Space* series. Earlier he had been producer at Paramount, RKO and Columbia Pictures on such feature films as "Androcles and the Lion," "Violent Men" and "Miss Sadie Thompson." Mr. Rachmil began his career in 1930 as art director for Paramount Pictures on Long Island, later working with Sol Lesser Productions, Hollywood. He was with RKO from 1942-49 and Columbia from 1952-59.

For other personnel changes of the week see FATES & FORTUNES

FCC may consider sins of past, Harris told

Possibility of sanctions against lawyers who represented clients in famous *ex parte* cases was raised in FCC testimony Friday (June 9) which wound up hearings by House Commerce Committee on HR 14, called Independent Regulatory Agencies Act of 1961 (see page 64).

Commission endorsed objectives of bill but urged that "great care" be taken to assure that FCC is not unduly shackled by unworkable procedures which would result in delayed decisions. FCC asked that definition of "on-the-record" refer to those matters covered by "statute" rather than by "law" as now drafted.

As bill now reads, commissioners said, they are unable to determine when off-the-record contacts would be permitted in rulemaking proceedings. Rep. Oren Harris (D-Ark.), committee chairman and author of HR 14, said bill gives FCC discretion to decide when matters go on record.

Commissioners unanimously opposed section which, they said, makes substantial changes in present law governing separation of functions. Section would unduly burden administrative process and place restrictions on FCC use of its staff, FCC Chairman Newton Minow maintained.

Four commissioners present (Minow, Rosel Hyde, Frederick Ford and T. A. M. Craven) huddled for few minutes when Rep. Harris asked if FCC contemplates any sanctions against attorneys involved in *ex parte* cases which have been subjects of rehearings. After huddle, Chairman Minow said that all cases are still pending and any sanctions will be considered after final decisions have been made on *ex parte* cases.

U. S.-Mexico treaty begins

Three-year procedure on U. S.-Mexico radio agreement was scheduled to wind up over weekend, putting continental frequency treaty into full operation. U. S. Ambassador to Mexico Thomas C. Mann was to meet Friday (June 9) with Mexican government officials for exchange of documents. U. S. ratified 1951 NARBA and 1957 Mexico treaty within past year. U. S. and Mexico have operated under "gentlemen's agreement" pending ratification.

Anti-station-break meeting

Young & Rubicam, N. Y., has invited station representatives in New York to attend meeting in Y&R's auditorium on Wednesday (June 14) to discuss informally what action may be taken by network affiliates on increase of station break time. In recent weeks Y&R has spearheaded drive in opposition to network plans to expand station break periods this fall.

CBS opposes federal aid for campaign broadcasts

Legislation to help finance election campaign broadcasts with federal funds was opposed by CBS in June 9 statement to Senate Privileges and Elections Subcommittee (earlier story page 68).

Thomas K. Fisher, vice president-general counsel said S 227 would promote compulsory sale of broadcast time to political parties. CBS opposed another bill (S 1555) for payment of half of campaign broadcast costs to licensees on same grounds.

CBS objected to third measure (S 1628) revising Sec. 315 (equal time) on ground it omits, perhaps inadvertently, 1959 amendment exempting newscasts from Sec. 315 equal-time provisions.

House to vote on JFK plan

House Majority Leader John W. McCormack announced Friday House will vote this Thursday on President's plan to reorganize FCC (see story page 68). House rejection is expected.

Bartell wants ch. 14

Bartell Broadcasters Inc., licensee of WADO New York, Friday (June 9) asked FCC to assign uhf ch. 14 to New York. Bartell said it would apply for channel and would program extensively in foreign languages and for minority groups.

"It's a great party, Mrs. Williams." The mother in the background is one of the nation's adults, who receive and control 98% of the U.S. income. In the WBT 48-county basic area, adults receive and control most of the $2,690,786,000 worth of spending money...and WBT radio has the largest number of adult listeners. Clearly, the radio station to use for more sales is the one that reaches more adults... **WBT RADIO CHARLOTTE.** Represented nationally by CBS Radio Spot Sales.

Jefferson Standard Broadcasting Company

Sources: U. S. Dept. of Commerce, Spring 1961, Area Pulse and Sales Management's Survey of Buying Power, 1960

NOW
AVAILABLE!
FIRST OFF THE NETWORK!
THE FABULOUS
SERIES THAT
STATIONS AND
SPONSORS
HAVE BEEN
CLAMORING
FOR!

BAT MASTERSON

starring

GENE BARRY

TV'S MOST DISTINCTIVE, MOST ROMANTIC WESTERN!

BAT GETS THE GALS!

BAT MASTERSON won a higher percentage of women viewers than other top-rated westerns!

STRIP—PROGRAM BAT MASTERSON

Larger audiences, greater sales opportunities! Great for afternoon viewing!

THREE SENSATIONAL YEARS ON NBC FOR THE SAME SPONSORS!

BEATS: Alcoa-Goodyear Playhouse, M-Squad, DuPont Show, Arthur Murray . . . and others **100% of the time!**

BEATS: Dinah Shore Chevy Show, Leave It To Beaver, Loretta Young, Ozzie & Harriet . . . and others over **80% of the time!**

BEATS: Twilight Zone, Riverboat, Gale Storm, Adventures in Paradise . . . and others over **90% of the time!**

BEATS: The Untouchables, Peter Gunn, Sugarfoot, Hennesey . . . and others over **50% of the time!**

Source: Nielsen: Nov. '59-Apr. '60

Already bought in ● New York City ● Chicago ● Los Angeles ● Phoenix ● New Orleans ● Tulsa

RATING-PROVED! ZIV-PRODUCED

Economee TV

A Division of

ZIV-UNITED ARTISTS, INC.

488 Madison Ave., New York 22, N. Y.

THAT WCKY SURE

drums up

BUSINESS IN CINCINNATI

Standard Rate can tell you the watt-power of a radio station. But it takes a local merchant—the butcher, the baker or the candlestick maker—to know its sales-power. Take Cincinnati for example. Regional advertisers by the score—ones who know the score—will tell you that if you want to take Cincinnati by storm, take WCKY. Daytime or nighttime—3 o'clock in the morning or 5 in the afternoon—WCKY drums up a storm of sales up and down the billion dollar Ohio River Valley . . . at a cost-per-million-Nielsen-homes so low it looks like it's a mistake. The men from AM Radio Sales beat the drums for WCKY—Cincinnati.

WCKY-RADIO IS SOME BUY
50,000 WATTS • CINCINNATI

DATEBOOK

A calendar of important meetings and events in the field of communications

•Indicates first or revised listing.

JUNE

June 12—**Hollywood Advertising Club**, 12 noon, at Hollywood Roosevelt Hotel. James T. Quirk, publisher, *Tv Guide*, will speak on "Can television satisfy its critics." New officers, headed by incoming President George Allen, will be installed.

June 12—Deadline for comments on **FCC** proposed rulemaking to curb "hidden plugs" and "payola."

June 12-13—**Third National IRE Symposium** on Radio Frequency Interference. D. R. J. White, Don White Assoc., chairman. Maj. Gen. James Dreyfus, USA, keynote speaker. Main program sessions will be chaired by E. W. Allen, FCC chief engineer; Stuart L. Bailey, Jansky & Bailey; H. Dinger, Naval Research Lab., and Dr. R. Showers, U. of Pennsylvania. Henry Randall, Office of Research & Engineering, Dept. of Defense, will preside at a special session on the government's electromagnetic compatibility program. There will also be a series of tutorial sessions. Sheraton-Park Hotel, Washington, D. C.

June 12-15—**World Conference on Missionary Radio.** Third World Conference on Christian Communications. Concordia College, Milwaukee, Wis.

June 13—**Television Film Assn.**, monthly meeting. Masquers Club, Hollywood, 8 p.m. Peck Prior, Campbell-Ewald tv commercial producer, will discuss factors used in determining whether a commercial should be done live, on film or on tape.

June 14—Dinner honoring Don Belding retired founder-partner of Foote, Cone & Belding, for his many services to his city, state and country, at the Beverly Hilton Hotel, Beverly Hills, Calif., Sponsored by the L. A. Chapter, **Assn. of the United States Army.** Speakers include: Elvis J. Stahr Jr., secretary of the Army; Freedom Foundations honorary President Herbert Hoover Jr., Admiral Arthur W. Radford; Edward C. Von Tress, senior vp of Curtis Publishing Co., on behalf of The Advertising Council; Lt. Gen. Walter L. Weible; Sheriff Peter Pitchess, on behalf of the Arthritis & Rheumatism Foundation. Offices of the Governor of California, the Mayor of Los Angeles, The L. A. County Board of Supervisors and the L. A. Chamber of Commerce will also pay tribute to Mr. Belding.

June 14-15—**Institute of Radio Engineers**, conference. Hotel Sheraton, Philadelphia.

June 14-16—**Florida Assn. of Broadcasters**, annual convention. Seville Hotel, Miami Beach. Speakers include Eldon Campbell, general manager WFBM-AM-TV Indianapolis; Harold Cowgill, former chief of FCC Broadcast Bureau on "License Renewals" and FCC Commissioner Robert T. Bartley.

June 14-16—**Virginia Assn. of Broadcasters**, annual meeting. Hotel Roanoke, Roanoke.

•June 14-17—**NAB** board of directors meeting. Washington.

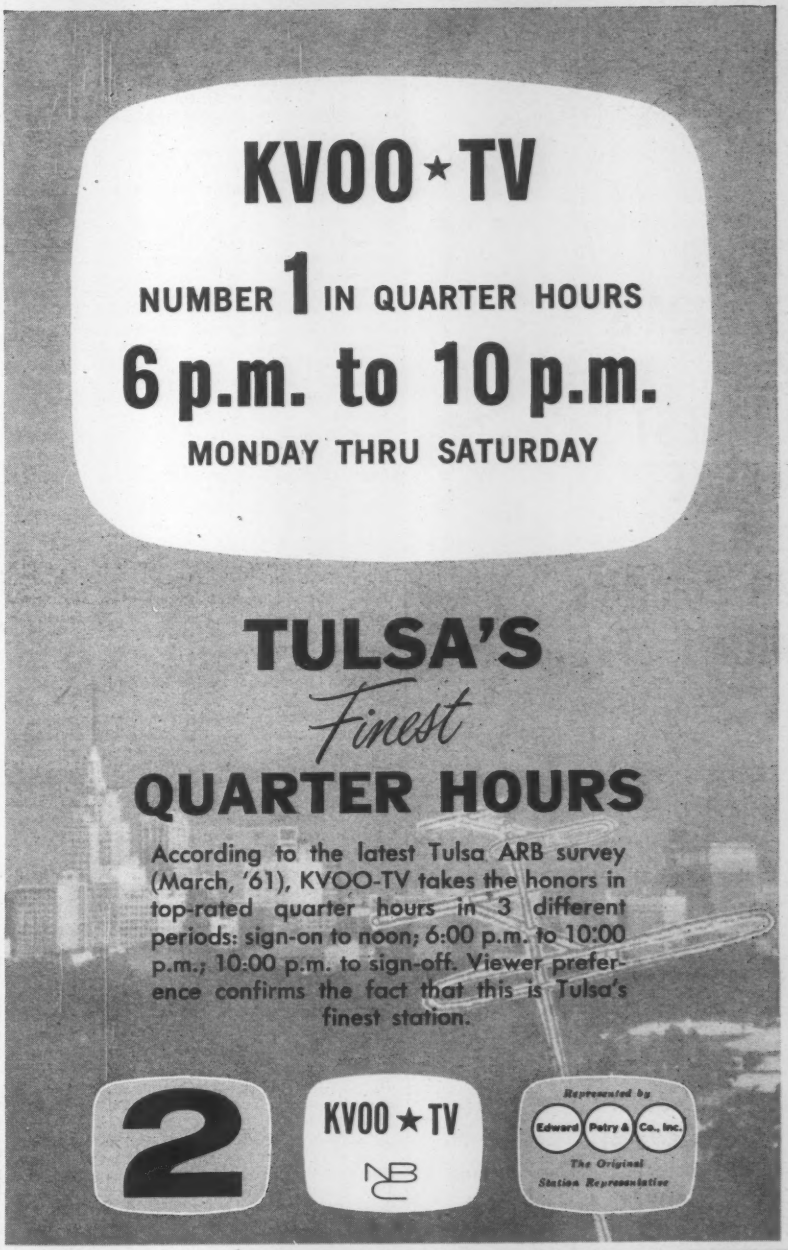
June 15—Deadline for radio-tv entries to 1961 "Oscars in Agriculture" awards sponsored by **DeKalb Agricultural Assn. Inc.**, DeKalb, Ill. Address: Room 3500, 35 E. Wacker Drive, Chicago 1.

June 19-20 — **Institute of Radio Engineers**, conference on broadcast and television receivers. O'Hare Inn, Chicago.

June 19-21 — **American Marketing Assn.**, national conference. Ambassador Hotel, Los Angeles.

June 19-22—**Wayne State U./Radio Corp. of America**, invitational television conference. University City, Detroit.

June 19-23—**National Community Television Assn.**, convention. Jack Tar Hotel, San Francisco.


KVOO★TV
NUMBER 1 IN QUARTER HOURS
6 p.m. to 10 p.m.
MONDAY THRU SATURDAY
TULSA'S
Finest
QUARTER HOURS
According to the latest Tulsa ARB survey (March, '61), KVOO-TV takes the honors in top-rated quarter hours in 3 different periods: sign-on to noon; 6:00 p.m. to 10:00 p.m.; 10:00 p.m. to sign-off. Viewer preference confirms the fact that this is Tulsa's finest station.
2
KVOO★TV
NBC
Represented by
Edward Petry & Co., Inc.
The Original Station Representative

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position**

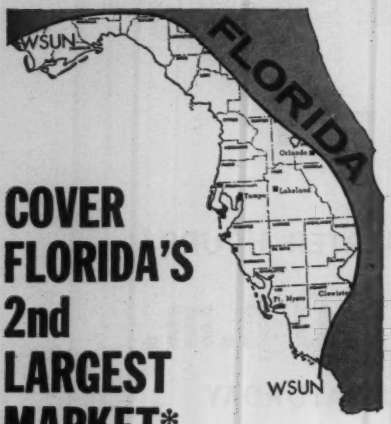
company name

address

city *zone* *state*

Send to home address——

* Occupation Required



COVER FLORIDA'S 2nd LARGEST MARKET* and 29 Counties with 1 Station!

Tampa-St. Petersburg is Florida's second largest market, with a metro population of 772,453*! But that's not all! WSUN is the only station on Florida's West coast covering the entire 29 county area with 1,420,007* residents.

ADD TO THIS WSUN's GREAT ADULT AUDIENCE (97.2%)** . . . the greatest percentage of adult listeners. This means ADULT BUYERS throughout the entire 24 hour broadcast day!

REACH ALL OF FLORIDA'S 2nd LARGEST MARKET ON THE ADULT STATION!

*1960 Census **Pulse 6/60

WSUN 620 KC
TAMPA-ST. PETERSBURG
Natl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS

June 20-22 — Catholic Broadcasters Assn. annual meeting. Calhoun Beach Hotel, Minneapolis-St. Paul, Minn.

*June 22-23—**Wisconsin Broadcasters Assn.,** Dell View Hotel, Wisconsin Dells. Speakers include FCC Commissioner Rosel H. Hyde and Washington attorney, James McKenna.

June 22-24 — **Mutual Advertising Agency Network,** creative seminar. Palmer House, Chicago.

June 23-24—**Colorado Broadcasters Assn.,** annual convention. La Court Hotel, Grand Junction.

June 23-24—**Maryland-D. C. Broadcasters' Assn.,** summer meeting. Ocean City, Md.

June 25-29 — **National Advertising Agency Network,** annual management conference. Broadmoor Hotel, Colorado Springs, Colo.

June 25-29—**American Academy of Advertising,** annual convention. U. of Washington, Seattle.

June 25-29—**Advertising Assn. of the West,** annual convention. Olympic Hotel, Seattle.

June 25-30 — **First Advertising Agency Group,** annual conference. Theme: "The Agency of Tomorrow." King's Inn, San Diego, Calif.

June 26-27 — **Washington State Assn. of Broadcasters,** spring conference. Olympia Hotel, Seattle.

June 26-28—**National Convention on Military Electronics.** Sponsored by Professional Group on Military Electronics, IRE. Shoreham Hotel, Washington, D. C.

JULY

July 1—**Chicago Publicity Club,** 20th anniversary celebration. J. Leonard Reinsch, Cox Stations and radio-tv advisor to President Kennedy will be principal speaker. Mayfair Room, Sheraton-Blackstone Hotel, Chicago.

July 1—**UPI Broadcasters of Pennsylvania,** annual meeting. Penn-Harris Hotel, Harrisburg.

*July 6—Deadline for comments on **FCC** proposal to reserve a vhf channel in New York and Los Angeles for educational use.

*July 9-21—**NAB Seminar,** Harvard Graduate School of Business Administration, Harvard campus, Boston.

July 10-12—**National Assn. of Television & Radio Farm Directors convention,** Shoreham Hotel. Washington, D. C.

July 10-28—Three week summer workshop on Television in Education, **U. of California at Los Angeles.**

July 16-18—**South Carolina Assn. of Broadcasters,** summer convention. Ocean Forest Myrtle Beach.

July 24—Deadline for submission on briefs to the **FCC** in Boston ch. 5 re-evaluation. This is the proceeding to reconsider the 1957 grant to WHDH Inc., due to *ex parte* contacts made by principals of WHDH Inc. and Massachusetts Bay Telecasters Inc. The third applicant is Greater Boston Television Corp. Reply comments are due 10 days after July 24. Oral argument before the FCC *en banc* is scheduled, but no date has been set.

July 30-Aug. 5—**American Women in Radio & Television,** first mid-career seminar. Syracuse U., Syracuse, N. Y.

AUGUST

Aug. 1-4—**Advertising Age Summer Workshop on Creativity in Advertising.** Palmer House, Chicago. Participants include Norman (Pete) Cash, TvB; Marion Harper Jr., Interpublic Inc.; Leo Burnett, Leo Burnett Inc.; Fairfax M. Cone, Foote, Cone & Belding; Edgar Kobak, management consultant.

TvB Sales Clinics

June 13—Omaha.
June 15—Oklahoma City.
June 20—San Antonio.
June 22—New Orleans.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U.S. Patent Office

Copyright 1961: Broadcasting Publications Inc.

Irresistible
Picked your radio partner in Cleveland? Cleveland listeners have. WHK's audience is practically as large as those of the second and third rated stations combined.* Keep in rhythm with the Cleveland market. Fill your card with WHK
CLEVELAND
A Metropolitan Broadcasting Station
V. P. & General Manager: Jack Thayer
National Rep: John Blair & Co.
Toni

NEW! from NBC FILMS

BEST OF

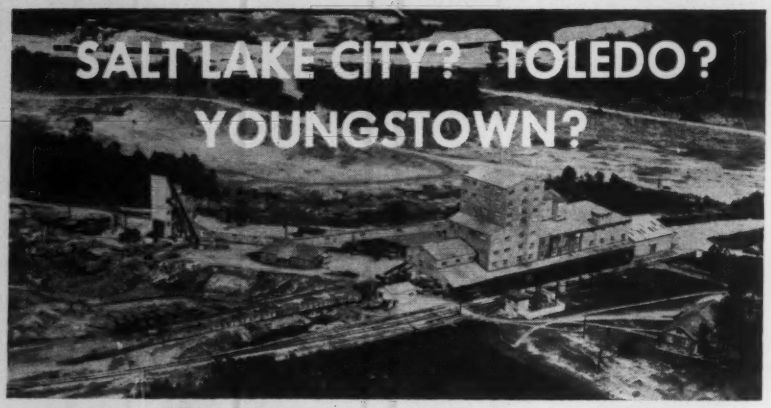
Laughs all the way—250 of the very best from Groucho's eleven-year network comedy hit, available in first-run syndication for Fall starting dates • All-time audience winner—Groucho led his network time period for more than 10 broadcast seasons with an average audience share of 54.8 and this season is reaching a national Nielsen total of 10,500,000 homes* • Profit-proven program—Performed for such first-rank advertisers as DeSoto, Plymouth, Pharmaceuticals, Inc., Toni, P. Lorillard, Block Drugs

GROUCHO

and Cluett-Peabody • Guest stars—Bob Hope, Harpo Marx, Ernie Kovacs—everybody who is anybody finds his way to fun with Groucho • Personal salesmanship—The whole family goes for his leprechaun- sharp wit and acrobatic eyes. Over the years Groucho has delivered average family audiences-per-minute of 22,312,000 • Pick your-self a pace-setter for the coming season. For the secret word—"Success"—buy THE BEST OF GROUCHO.

*SOURCE: NTI, Oct.-June, 1959-1960 (PSB), Oct., 1960-April, 1961.

NBC FILMS



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 71.7% SHARE OF AUDIENCE

According to March, 1961 ARB we average 71.7% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV

Channel 8
Monroe, Louisiana

The only commercial TV station licensed to Monroe.

Photo: The Carey Salt Mine, Winnfield, Louisiana.

CBS • ABC

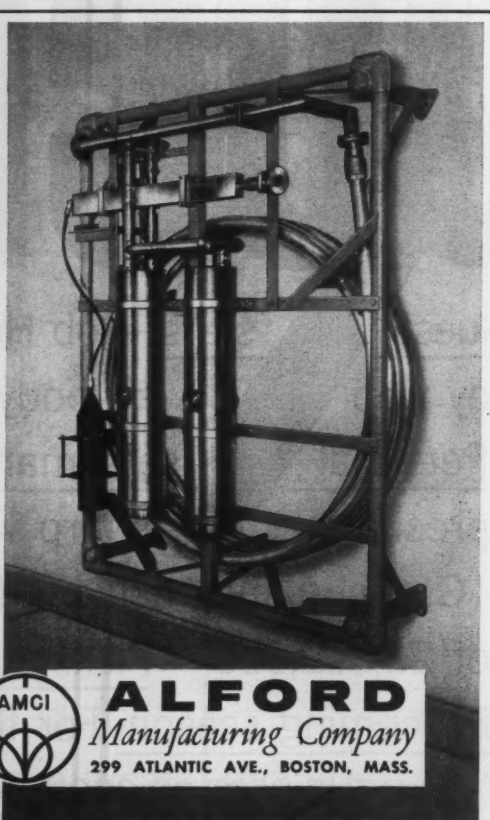
A James A. Noe Station
Represented by
H-R Television, Inc.

AMCI VESTIGIAL SIDEBAND FILTERS

Channels 2 thru 13

- Constant Impedance
- No Field Tuning Required
- 5 kw Peak Visual Power
- Proven in Service

Write for information and catalog.



AMCI

ALFORD *Manufacturing Company*
299 ATLANTIC AVE., BOSTON, MASS.

ANTENNA SYSTEMS — COMPONENTS — AIR NAVIGATION AIDS — INSTRUMENTS

OPEN MIKE ®

Los Angeles story

EDITOR: Congratulations on your Los Angeles section in the May 29 BROADCASTING. Your editorial and research people did a very good job of presenting the Los Angeles story both from a radio and tv standpoint, as well as that of other media. . . .—*Darwin H. Clark, President, Darwin H. Clark Co. Adv., Los Angeles.*

[Reprints of BROADCASTING's special report on Los Angeles are available at 25 cents each in quantities up to 100; 15 cents each in quantities of more than 100.]

FCC in Maytime

EDITOR: Lines from a broadcaster's Waste Land:

May is the cruelest month, breeding
Minows out of water over the dam, mixing
Judicial with administrative metaphors, stirring
Dull programming with spring threats.
When lovely woman stoops to folly and
Paces about her room again, alone,
She smooths her hair with automatic hand,
And schedules a public service tape.

—Theo Mandelstam, Copy Chief, Henry J. Kaufman & Assoc., Washington.

Machines vs. mediocrity

EDITOR: I understand some makers of automation equipment are worried that Chairman Minow's urgings of more local live programming may arrest the sales of automatic gear. I think they're wrong.

It is only through automation—complete automation—that broadcasters can do a better job. Machines eliminate mediocrity and permit the employment of smarter people for better and more profitable public service. Everything the chairman wants can be done better with machines than without them.—*Rogan Jones, President, International Good Music Inc., Bellingham, Wash.*

Yearbook listings

EDITOR: I thought you might be interested in knowing that your list of radio and television stations (from the BROADCASTING Yearbook) is the best one I have ever encountered. I was radio and tv coordinator for the 1960 White House Conference on Children and Youth and used [other] lists and had many transcriptions and tv slides returned because of inaccurate addressing. Then I was

FOUND: $140,180,440 paid to personnel at military bases in the Providence, R.I. market area (Quonset, Davisville, Newport, New London and Otis Air Force Base). This is a plus not listed in any census breakdown of the rich, growing Providence market — a juicy bonus waiting to be picked up by advertisers on WJAR-TV, the only TV station that puts a grade A signal into all these bases. To claim, contact Edward Petry & Co., Inc. WJAR-TV • NBC • ABC.

KBIQ sells to more adults per minute, per dollar in all 8 Southern California counties than any other radio station.

JOHN POOLE BROADCASTING COMPANY, INC.
6540 Sunset Blvd., Los Angeles 28, Calif.
HOllywood 3-3205
National Representative: Weed Radio Corp.

William Esty's got a secret!

William Esty does indeed have a secret. It concerns something this aggressive agency has done — and is still doing.

Give up?

The secret is this: Esty is smoking up a storm of cigarette sales by using the live wire station in Providence — WICE.

We trust our friends at Esty will forgive us for blabbing like this. Actually, Esty's success never has been a secret in Providence. Once you run a commercial on WICE your client's cat is out of the bag and scurrying all over town.

wice
PROVIDENCE
AN ELLIOT STATION
Representatives: Avery-Knodel

fortunate enough to use your list.

When I was moved to the White House Conference on Aging to handle their radio and tv, I sent out radio transcriptions and tv material, using your list. Not one . . . sent to tv stations was returned; only three radio transcriptions were returned and that was because the stations were out of business . . .—*Josephine McQuillin, Information Officer, St. Elizabeths Hospital, Dept. of Health, Education & Welfare, Washington.*

Quality's available

EDITOR: At the recent NAB convention FCC Chairman Newton N. Minow warned broadcasters to improve their product or get off the air. . . . Mr. Minow apparently did not feel called upon to mention . . . that there are broadcasters who have a product of the highest order, but who might soon be off the air since no one, including Mr. Minow, will support them.

I refer to fm, of course. To support my point I [refer you to] the May 20 issue of the *Saturday Review,* which mentions a public service series aired by KQAL-FM. . . .

We intend to continue with quality broadcasting, even if we go broke doing it. But let no man say that quality isn't available on the public air waves. It is and anyone who wants to can listen. —*Jack L. Katz, President, KQAL-FM Omaha.*

Needed combination?

EDITOR: . . . Broadcasters must not wait for advertisers to give them direct support (sponsorship) of public service programs, although they might reasonably expect advertisers to give indirect support to stations and networks which occasionally sacrifice ratings by programming needed serious fare.

. . . Trying to change the quality of entertainment programming is a far more debatable project. . . . Nobody has to watch tv or listen to the radio and certainly nobody has to watch or listen to the particular program you think he ought to like. . . .

In fact, the combination of mass appeal entertainment with serious news and public affairs programming woven into the fabric may be just what we need.—*R. Peter Straus, President, Straus Broadcasting Group, New York.*

Redcoats are coming

EDITOR: . . . I should like to assure Mr. A. A. Schechter (OPEN MIKE, May 22) that the question on the cancellation stamp is but a reminder to Britons to buy the greatest bargain in the history of all broadcasting: sponsorship

IN WORDS OF ONE SYLLABLE...

A man who pays to get a thing, as a rule, wants it.

Or needs it. Or both.

This is true for things men read—as well as things they eat or wear. Which is why we think it makes sense to look for the ABP sign in the books in which you plan to run your ads.

For the ABP sign in a book means it goes to men who *want* it. It is a sign they have paid to get it. And with some of them—a lot of them, in fact—it is a sign they *need* it.

When you pay for space to talk to men who can buy what you have to sell, it's a good thing to keep this in mind. For if they *want* the book in which you run your ad, there is a good chance they will see it and read it. And if they *need* the book in their jobs, the chance is more than just good. It's what we used to call a lead pipe cinch.

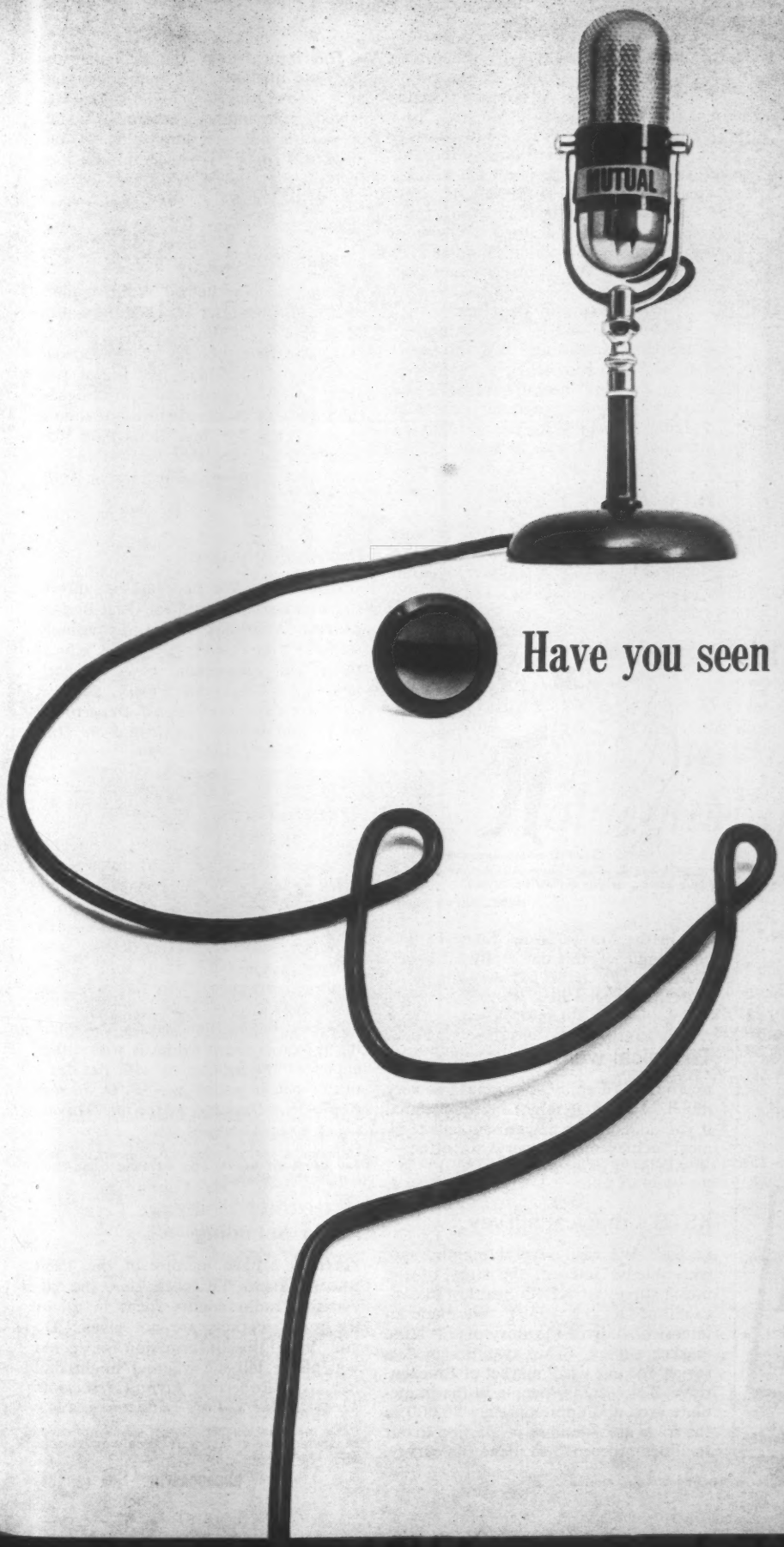
When you buy space to talk to men you want to sell, buy it in the books *they buy*—books that are proud to stand a plain old test of worth: cash. You can spot them through this sign:

ABP — The Associated Business Publications
ABC — Audited Paid Circulation

The plus value of paid circulation is "wantedness"

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

BROADCASTING is the only publication in its field qualifying for ABC and ABP membership.



Nielsen now reflects Mutual Radio's new profile for coverage—better-looking than ever where the buying is biggest. 70% of all drugstore sales and 66% of all food store sales are in A and B markets.

Have you seen our profile lately?

Mutual now ties up 66% of its radio audience in these markets! Mutual also covers 87 of the top 100 markets with local affiliates—more than any other network. Got a food or drugstore account in the house? Buy Mutual Radio—and you've got it covered at the point of sale.

MUTUAL RADIO

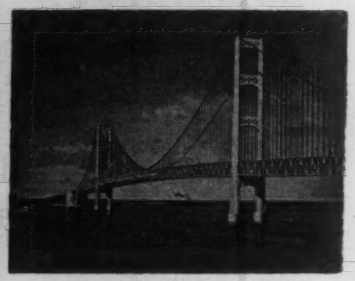
A Service to
Independent Stations

Subsidiary of
Minnesota Mining and
Manufacturing Company 3M

MICHIGAN'S

UPPER PENINSULA IS EASILY AVAILABLE

NOW



The New $100,000,000 BIG-MAC Bridge

carries thousands to the U. P. daily!

Paul Bunyan Television

WPBN-TV Traverse City — **WTOM-TV** Cheboygan

One Rate Card

Covers **25** Northern Michigan Counties INCLUDING a big chunk of the U. P. and parts of Canada

Offering the Only Principal City Grade and Grade A coverage to Traverse City, Cheboygan, and much of Resort-Rich *Northern Michigan*

Reach the MOST homes with P B N *

7000 **MORE** Homes Reached Than Sta. B (M-F, Noon-6 PM)
1900 **MORE** Homes Reached Than Sta. B. (M-F, 6 PM-Mid.)
2800 **MORE** Homes Reached Than Sta. B. (Sat. 6 PM-Mid.)
1900 **MORE** Homes Reached Than Sta. B (Sun. 6 PM-Mid.)

***ARB (March, 1960)**

Network Representative Elisabeth Beckjorden

of the BBC. That $11.20 ($2.80 for radio only) used to buy for me, when I lived in the United Kingdom, better entertainment, more informative programs, and most of all, better music than I have ever heard on any radio or tv station in the U.S. (with the possible exception of KPFA [FM] Berkeley, Calif.—and many of its programs came from the BBC); and all of this without the obnoxious and childish commercials which plague American listeners endlessly.

. . . No one who does not have a vested financial interest in the American system of broadcasting . . . would prefer it to the British system . . . unless, of course, he were mentally retarded. Indeed, most of our programs seem to be designed especially for the mentally retarded.—*W. F. Locke, Douglas, Ga.*

Hit home

EDITOR: I have always looked forward to the cartoon in the back of your magazine and I must say I really enjoyed the

Drawn for BROADCASTING by Sid Hix

"I said, 'Auntie, we've got a clever chief engineer who can fix your radio better than any old service man.'"

BROADCASTING, May 8, 1961

one in the May 8 issue. Since I am a chief engineer, this one really hit home. —*Arthur F. Altro, Chief Engineer, WDOR Sturgeon Bay, Wis.*

Technical wants

EDITOR: . . . I enjoy your magazine very much. I think it might be appreciated if you added some news about true technical achievements every so often.—*Arthur M. Litvin, Brooklyn, N. Y.*

KSTB's musical survey

EDITOR: We read several months ago, with intense interest, the story of the music survey of KING Seattle (BROADCASTING, Oct. 12, 1959). We made an intensive study of the story of this large market survey. Then we designed a survey for our small market of Breckenridge, Tex.—9,000 people in the immediate area and approximately 70,000 in the trade area—and in proportion to our facilities proceeded to make the survey.

This information after being assembled and analyzed has been integrated into active programming. It has received tremendous acclaim, which proved to be very interesting. Quite different figures from that of KING.—*Hugh M. McBeath, General Manager, KSTB Breckenridge, Tex.*

Earlier model

EDITOR: Re the item, "Whirling dervish" (EQUIPMENT & ENGINEERING, May 8) . . . a similar device holding 500 cartridges, rotating by handpower, has been in use here for almost two years. . . . The gentleman who designed the unit is of modest nature but should receive credit for this. He is Paul Von Kunits, chief engineer of WINS. —*Herbert Greenberg, Engineering Staff, WINS New York.*

Increasingly useful

EDITOR: . . . We here at the university find BROADCASTING and the BROADCASTING Yearbook to be increasingly useful. Your coverage of the educational and commercial news is excellent. . . . —*Walter B. Emery, Division of Mass Communications, Department of Tv and Radio, Michigan State University, East Lansing.*

Transportation successes

EDITOR: . . . It is not always possible to index or classify the many fine articles appearing in your magazine. We find ourselves, at this moment, in a position requiring rather urgently any radio or tv success stories dealing with transportation (ship, rail, air) which might have appeared in the magazine in the past.

Should this be the case, I am wondering if you could provide us with either copies of the articles or with the dates of the specific issues. . . .—*P. O. Steven, Radio-Tv Director, McKim Advertising Ltd., Montreal.*

[Success story information concerning two van lines, an airline and a railroad has been sent to Mr. Steven.]

Radio spending

EDITOR: I have a copy of the 1960 BROADCASTING Yearbook, but the advertising radio dollars spent in all of the radio markets are not given. Do you have this information or could you please tell me where I might find it . . .?—*Robert J. Flynn, Associated Media Brokers, Fort Lauderdale, Fla.*

[The information Mr. Flynn seeks appeared in BROADCASTING last fall (FOR THE RECORD, Oct. 14, 1960.)]

NEW RCA 7293-A FIELD-MESH IMAGE ORTHICON

prevents highlight "ghost" and "portholing"

You'll be amazed at the picture quality you get with the new RCA 7293-A! A unique combination of design features provides a picture that is essentially free of distortion and free of shading at the sides and corners of the screen. In addition, the tube effectively suppresses objectionable "highlight ghost"—an effect usually encountered when a light subject is televised against a dark background.

The 7293-A offers many design advantages:

ANTI-GHOST DESIGN. "Ghost" (or highlight flare) is prevented when the tube is operated well "above the knee" in black-and-white cameras.

ANTI-PORTHOLE DESIGN. Tube provides uniform background right to edge and corners of picture! Suppressor grid in electron gun re-shapes focusing field to produce a blemish-free background.

EXTREME PHOTOSENSITIVITY. Equivalent to film rated ASA 8,000! Only 10 foot-candles of incident light are required to produce commercially acceptable pictures!

HIGH SIGNAL-TO-NOISE RATIO. Low noise component—another benefit of the suppressor grid.

HIGH RESOLUTION AND CONTRAST. Inherent high resolution and high contrast enhanced by use of field mesh resulting in razor-sharp transition from black to white and improved corner focus.

HIGH SIGNAL-CURRENT OUTPUT. Due to extremely high photosensitivity and high-gain multiplier.

For full information on the RCA 7293-A—the camera tube that represents a major step forward in camera pick-up—write Commercial Engineering, RCA Electron Tube Division, Harrison, N. J. For prompt tube delivery for your station operation, call your RCA Industrial Tube Distributor.

RCA

The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA

MONDAY MEMO

from E. G. NEALE SR., president, Neale Adv. Assoc., L. A.

Radio hasn't come back—it's never been away!

It is astounding to me that many advertisers say they are "re-discovering" radio as an effective merchandising tool.

I say it is astounding because radio has been there right along, serving several generations of listeners and advertisers. Radio has an admirable and honorable history, but perhaps it was eclipsed as an advertising medium by the flush of television's initial impact.

Now radio is resuming its rightful role in the minds of men as a power to sell, to entertain, to inform and to do good.

Radio's Classic Place ▪ Advertisers are re-assessing the broadcast media and are finding that certain round pegs fit into certain round holes. They are finding that television is not the end-all. They are finding that radio still has its classic place. And that place is in the imagination of the listener.

A person listening to radio is enchanted by the figures created by his imagination. He sees the fairy princess, the castle, the moat, the fire-breathing dragon, and the prince charming. This is accomplished through a few words of dialogue or narration. But to do the same thing on television, you've got to come up with a production number. And as likely as not the tv production —while beautiful, well-done and costly —will not be as effective as the radio show. Why? Simply because the imagination has not been allowed its play.

Imagination Is Important ▪ Radio loyalty built up through the years by such shows as *Amos 'n' Andy, Fibber McGee and Mollie* and *The Jack Benny Show* was based upon the full sway of imagination which the listener was able to use. Jack Benny's vault was a running gag which never failed to throw an audience into hilarious laughter with its weird sounds and the images they conjured up. However, when the vault was actually shown on tv it was pretty much of a disappointment to people who had spent years figuring out what a tremendous thing this vault must be.

The same thing is true of Fibber McGee's celebrated closet. When the sound man created the impression of a fantastic amount of things suddenly unleashing themselves on the poor, forgetful hero, this was something in which people could find tremendous humor. The television version, limited by actualities, seemed a pale imitation of something which had been very real.

Tv's Limitations ▪ Television demands optical action by its very nature. And because it excels in many fields, its use is limited. The deficiencies of television are magnified by radio. Take flexibility and adaptability, for example. Television, no matter how wonderful in delineating the character in the face of a human being or in showing the drama inherent in a disaster scene, is a cumbersome medium, both from the standpoint of its production crew and the viewpoint of its audience.

Radio is fleet and lithe. It is available everywhere. It is economical and unobtrusive. Advertisers are learning that radio is not only tailored to the casual listener, but that it creates its own captive audience. A person driving his car to or from work on the freeway is trapped in more ways than one. He is trapped by the freeway itself, by the traffic around him and by what he can listen to on his car radio.

Radio's Advantages ▪ Of course this means that radio has an infinitely greater audience than television has. And the radio audience is loyal. For example, if there is a live sports show on radio, a general round-up sports report on television is dead. Nobody wants to watch a man read a rehash of what has already happened when he can listen to what is actually happening at that moment.

The so-called "music stations" are another example of roping and branding a captive audience. These audiences don't deviate a decimal or a decibel. They are highly loyal, and they listen to the advertiser's message.

The mere fact that radio is now universally recognized as being a medium of advertising with a low cost per impression is not sufficient reason in itself for advertising on radio. But the fact that the low cost per impression can achieve translatable remembrance and actual active participation by listeners is an inducement that advertisers find hard to beat.

Let's explore this active participation a bit further. Radio has never been so dramatic as recently when one of the helicopter traffic hour show announcers asked everybody listening to sound his horn at a given signal.

I was on the Hollywood Freeway. The sound of the auto horns was deafening. It was the greatest example of power I have ever seen.

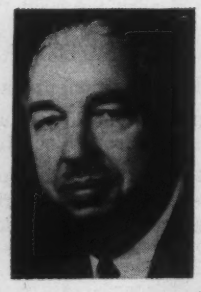
Listener polls do not tell the whole story. It's pretty difficult to call up a guy with a transistor radio at the Coliseum and ask him what show he is watching. He is watching a real live show and he is listening to a description of what is going on before his eyes. And the advertiser is selling his wares.

Workhorse of Advertising ▪ Radio is the medium for person-to-person sales. When two people converse, their remarks are specific—no generalities. A commercial message on radio must be —and in most instances is—specific. It "tells it like it is."

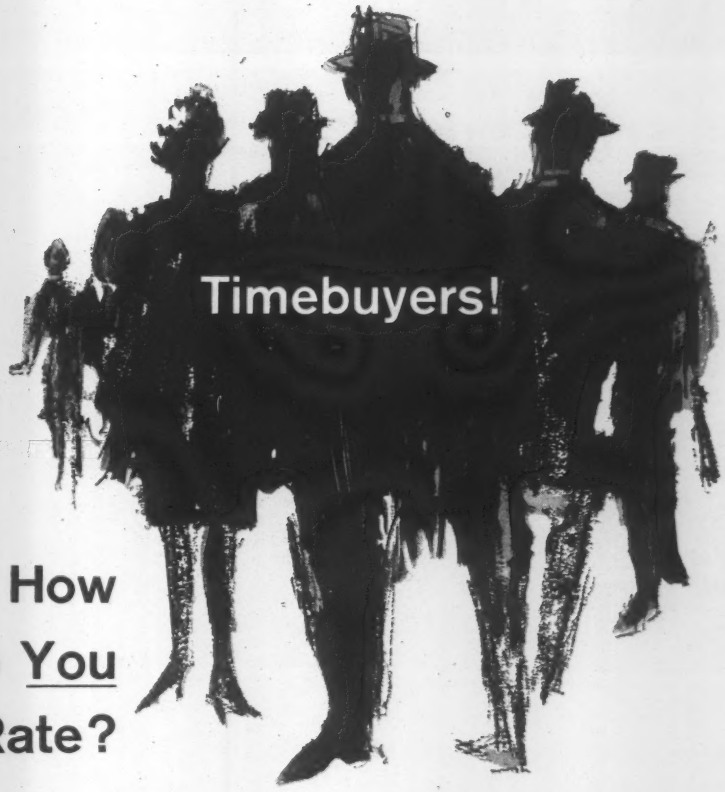
Radio is the workhorse of advertising. There is no such thing as having "re-discovered" it. It's been in there pulling all the time. It's something like that fine and fantastic little racehorse named Carry Back.

Carry Back is a humble horse. He comes from no famous farm and his dam and sire were, frankly, not included on the preferred breeding lists. Yet he came from behind to win the Kentucky Derby.

I like to compare Carry Back to radio. Television has been the highly-priced, highly-touted thoroughbred. Radio has been the unflashy plater from the wrong side of the tracks. Yet Carry Back (make that read "radio") has won the important race. Maybe more of us should have had our money on that scrawny little candidate for the glue factory—radio.



E. G. Neale Sr. began his career in advertising more than 40 years ago in the classified department of the Los Angeles Times. He later was a printing salesman with Young & McAllister Printing Co., a manufacturer's representative selling advertising specialties, and formed, with his brother, the Deluxe Advertising Co., later sold to Foster & Kleiser. He spent eight years with the Henry Mayers Co. and in 1946, with his son, E. G. Neale, Jr., formed Neale Advertising Assoc.



How Do You Rate?

Speaking of ratings . . . try rating yourself! Our free booklet "Rate Yourself" tells what others think of you . . . and more significantly, how you can improve your quality of performance. WELI rates its own performance constantly . . . quality-wise . . . in the sincere belief that quality pays off in the long run. In the same way, your success is based on quality performance today. Send for your free copy and Rate Yourself!

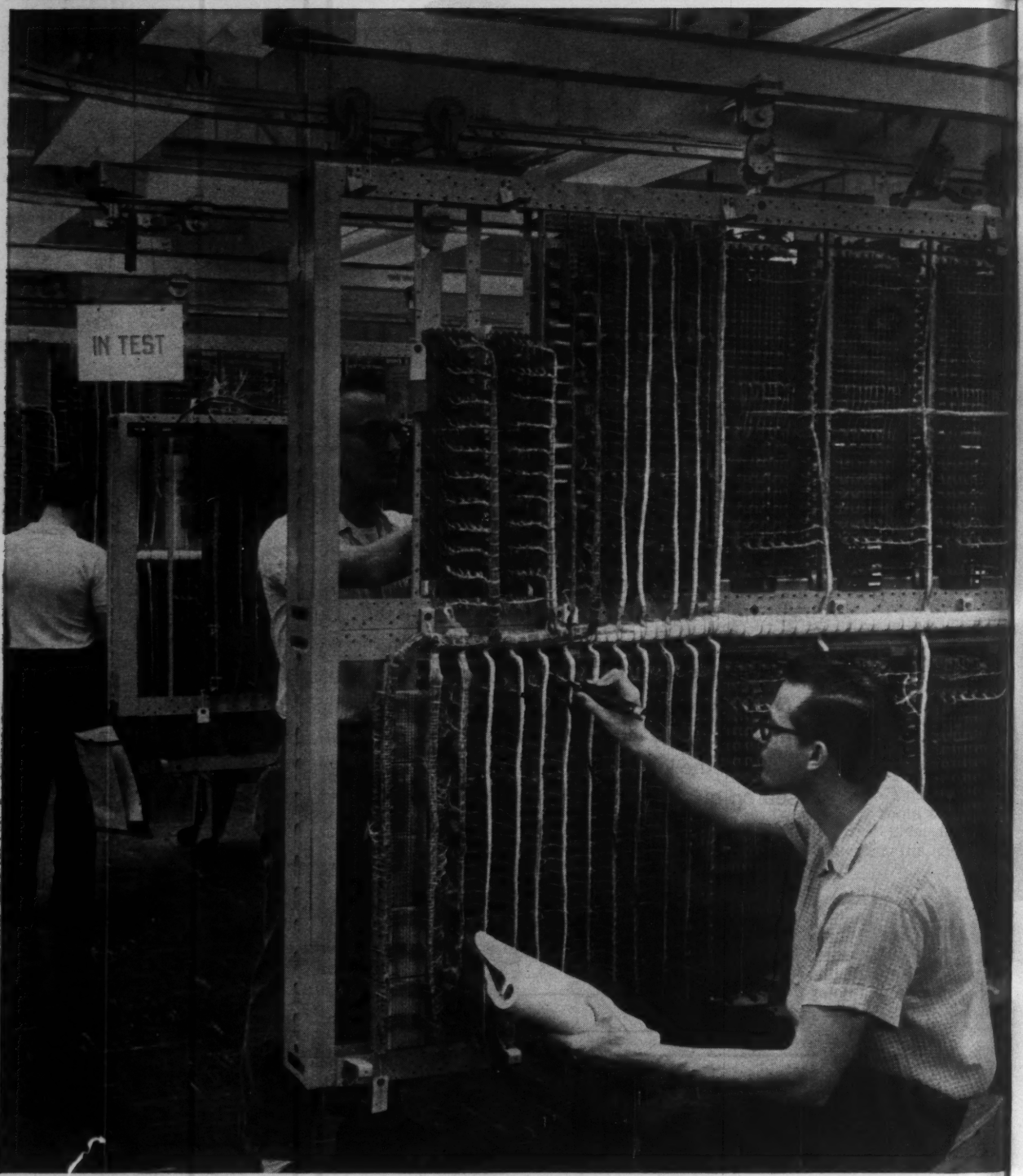
WELI, 221 Orange St., New Haven, Conn.
Your free copy of "Rate Yourself" will be sent to you upon receipt of this coupon attached to your company letterhead.

NAME _____

TITLE _____

WELI The Sound of New Haven 5000 Watts/960 KC
National: H-R Representatives Boston: Eckels & Co.

WESTERN ELECTRIC AND



TELEPHONE CROSSBAR SWITCHING FRAMES the main product of Western Electric's new Oklahoma City manufacturing plant, are shown undergoing process control checks. In 1961, Western Electric will make nearly 13,000 of these crossbar frames for shipment to Bell Telephone central offices throughout the United States.

OKLAHOMA CITY

Adding further impetus to the growth of one of America's fastest growing cities, Western Electric's new manufacturing plant in Oklahoma City — with over 30 acres under one roof — is already producing important telephone equipment for the Bell Telephone System.

Oklahoma City — with an exploding population now numbering over a third of a million, and long-known as a wheat, cattle, and oil center—is now in dramatic transition from an agricultural to an industrial economy.

An important step in this transition is Western Electric's modern manufacturing plant in Oklahoma's capital city. Its principal "products" are the workhorses of the Bell Telephone System — intricate crossbar frames used by Bell's central telephone offices to automatically switch and channel the bulk of the nation's telephone calls.

Oklahoma City already feels the benefits of this year-old plant: jobs for 3,000 Oklahomans, a $14 million payroll, and $4 million paid to more than 300 local suppliers.

Western Electric has found its Oklahoma employees capable workers and excellent citizens who share wholeheartedly in the city's civic and social life. We're proud to be in Oklahoma City, and we're confident of a bright future in the great, growing Sooner State.

Besides Oklahoma City, Western Electric has 12 other principal manufacturing locations, where we make hundreds of different products for the Bell System and for the Government, mainly for defense. Last year we purchased over a billion dollars' worth of raw materials, products and services from our more than 35,000 suppliers located in every State of the Union. Of these, 90% are "small businesses." The things we make and buy are distributed to the Bell telephone companies through Western Electric distribution centers located in 33 cities.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

A PUBLISHER'S WELCOME from E. K. Gaylord of the Oklahoma Times: "We're very happy to have Western Electric here in Oklahoma City... it affords outstanding local job opportunities to our college students who have majored in science and technology."

WESTERN ELECTRIC BUYER, Bob Peregrin (left), examines a pair of special pliers with Otto Hart, President of Hart Industrial Supply Co., one of many small businesses in Oklahoma which furnish Western with a wide range of tools, parts, and machinery.

"SHOOTING" THE FAMILY on the grounds of the Oklahoma State Capitol Building is Western Electric stock maintenance clerk, Morris Dees. His willing subjects are wife Mary (who also works for Western Electric) and children John and Lana Lu. Oil derricks furnish a unique but characteristic backdrop.

GOOD SPORT Jerry Irby, Western Electric output tracer, uses sign language to interpret the fine art of bowling to local deaf-mute citizens. Jerry is typical of many W.E. employees who devote a great deal of their spare time to community affairs work.

Who's out front?

ABC—that's who—with the most popular programs in television

The biggest popularity contest in America goes on nightly, in your home, at your television set. As you view, you vote. You turn the dial, that's a vote. Turn it again, that's another vote.

Nielsen does the tallying.

For the 2 weeks ending May 7 (latest reported period) the tally says that where you could watch *all* 3 networks, you watched ABC most.* You voted ABC programs the most popular in television. (Which is the way it's been going all season.*)

This popularity count, we repeat, is taken where it counts most, where all 3 networks screen their candidates for your approval.

ABC did it with such leading candidates as *My Three Sons, The Untouchables, The Flintstones, The Real McCoys, Hawaiian Eye,* etc.

ABC proposes to keep doing it with such new entries as *Bus Stop, The Corruptors, The New Breed, Calvin & The Colonel, Top Cat,* etc.

Keep voting.

ABC Television Network

*Source: National Nielsen 50 market TV reports, average audience—October 24, 1960 through May 7, 1961, Monday through Saturday 7:30 to 11 PM; Sunday 6:30 to 11 PM.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
June 12, 1961 Vol. 60 No. 24

WILL CODE CUT COMMERCIAL TIME?

■ NAB Tv Board must approve recommendations for changes

■ Would ban triple spots, cut participations about one-third

■ New rules might raise prices of spots, agencies suggest

Two major moves to combat the charge that television is cluttered with too many commercials will face the NAB Tv Board of Directors, meeting Wednesday-Thursday in Washington.

If adopted, a pair of recommendations by the NAB Tv Code Review Board (CLOSED CIRCUIT, June 5) would provide the first voluntary stiffening of television's self-regulatory structure since the flood of winter and spring protests. Only prime time (highest rate) would be affected.

The principal changes boil down to these basic steps:

- Triple-spotting (two spots and an ID) at station breaks would be banned, and
- Allowable commercial time in participating half-hour programs would be cut from six to four minutes.

Tv code board recommendations require approval by the top tv board of directors. Historically the directors often have revised or dropped code board proposals. These proposals are not made public until approved by the tv directors; but the essence of the recommendations appears on this page.

Broadcasting and advertising circles were buzzing last week as the first indication of the prime-time recommendations was disclosed. They are concerned over the effect on station revenues, the supply of availabilities and the impact of commercials in a less-crowded selling environment.

Another code board move whose effects aren't yet clear in the industry is a recommendation that simplifies and revises the table of advertising time standards.

Here two things are proposed:

1, The commercial time limit would be redefined to include billboards, promotion announcements and related material;

2, The allowable maximum time limit (single-sponsor programs) would be increased from three to four minutes for half-hour, six to eight minutes for hour programs.

In effect, NAB contends, the four and eight-minute maximum limits amount to a freezing of present advertising time standards in single-sponsored programs and should not be interpreted as a relaxing of the existing limits. A crash study by NAB is said to bear out this position.

The code board has a specific long-range goal in the group of recommendations—clearing up of the confusing maze of billboards, advertising announcements, crawls, credits and general non-programming material in programs during the choice evening hours. No recommendation was made on crawls and credits.

It was emphasized there would be absolutely no change in the existing 70-second maximum time limit on station breaks. However, there can be no more than two spot announcements in any break instead of the present triple-spotting formula of two spots plus an ID.

The proposed elimination of one advertising spot at the station break has aroused concern among some industry groups. Some stations say it will really hurt; others say they don't sell many IDs anyhow. In agency-advertiser and film quarters it was suggested the price of spots will go up. There was considerable agreement that six minutes is too much commercial time for a participating half-hour but two analyses of prevailing practices show an important share of stations don't use the full six

Code Board recommendations for advertising allowances

Here are the changes in present advertising allowances in prime (highest rate) time recommended by the NAB Tv Code Review Board for action this week by the NAB Tv Board of Directors, in summarized form:

The present triple-spotting practice at station breaks (two announcements and the customary commercial 10-second ID, not to exceed 70 seconds) would no longer be allowed. Instead no more than two commercial announcements would be permitted, including the ID.

The six-minute maximum commercial time limit for announcement or participation half-hour programs in prime time would be reduced to four minutes.

The "Time Standards for Advertising" table (YEARBOOK, page C-6) for single-sponsor programs would be revised and simplified. Billboards, promotional announcements etc. would be classified within the commercial time allowance, with the time limit adjusted from three to four minutes to accommodate such non-program information. For practical purposes, this would not provide any additional commercial time. The hourly limit would be increased from six to eight minutes, including billboards, promotions, etc.

There would be no change in the basic 70-second station-break maximum for prime time. The code board is seeking to provide more time for programming and to reduce the maze of credits, crawls and assorted non-program information, but no action was taken on credits and crawls.

Network practice has been based on a 30-second station break; recently ABC-TV announced it would increase its station breaks to 40 seconds.

CBS-TV officially disclosed last week its breaks would become 42 seconds between prime-time shows, and NBC-TV was expected to follow suit momentarily (See story above).

Median station half-hour participations three to four spots

The median tv station carries between three and four spot announcements per half-hour participating program, according to a study conducted by the NAB Tv Code Review Board's operating staff.

The survey covered 220 stations in local markets, both network and independent, and a total of 842 half-hour programs.

Of approximately 500 participating programs, 21 had no sponsors; 39 programs had one sponsor; 57 had two; 101 had three; 159 had four; 82 had five and 29 programs had six sponsors.

Of the 842 programs, 193 had a single sponsor and 141 had alternate sponsors.

Another survey, conducted for the Alliance of Television Film Producers, covered 141 stations and 2,091 syndicated film programs. It was conducted in a three-month period started Oct. 29, 1960. This study also showed a maximum of four spots to be general practice, with only 12% of stations permitting five and 4% permitting a maximum of six commercials in syndicated programs.

The original tv code language adopted in 1952 specified that time standards were designed as a "guide" and didn't affect the industry practice of permitting station-break and spot announcements in the usual 30-second period at the end of each program. They were lifted bodily from the old radio standards.

Later the time standards were made mandatory and station-break language was added. This stated it is not recommended that over two announcements be run back-to-back at station breaks or within the framework of a single program. In 1956 this was made mandatory, adding language that permitted two spot announcements plus a sponsored station ID.

Last year the code was amended to limit station breaks to a total of 70 seconds of announcements (two spots plus an ID) within the station's highest rate period for announcements (night).

In the case of participation programs the code provided during its first nine years a maximum of three one-minute announcements in a 15-minute period and not more than six in a 30-minute announcement program—a one spot per 5-minute formula. The two-spots-and-an-ID formula was applied inside a single program as well as at a station break.

Protests were heard that the code allowed too frequent interruptions of programs. Three years ago networks had developed their own participation daytime programs until their use was widespread. A 1960 amendment provided that commercials should not exceed a total of six minutes in a 30-minute participating program, and not more than two spots and an ID run consecutively.

Single-sponsor programs currently have a basic 3-minute time limit for total commercials in A and AA time, 4:15 in all other time.

minutes now allowed by the code.

A frequent observation dealt with the lack of a "triple-spotting" definition. NAB has contended its two-spots-and-an-ID formula is not triple-spotting but most industry sources disagree. They argue three back-to-back announcements are triple-spotting even if one is only a 10-second ID.

Agency reaction in New York to the new recommendations is generally—but by no means universally—favorable. Most agency people who would comment seemed to feel a cutback in commercial time in participating programs would be good. Their attitudes toward changes with respect to sponsored programs—which in many cases they do not clearly understand due to the lack of detailed information—is more evenly divided among good, bad and uncertain. On triple-spotting they had some reservations over the definition.

Syndicators are divided. Most do not think they will be hurt. Some say the cutback in participating sponsorships will cost stations money; some say it'll make no real difference. On this point one or two agency sources tended to take the latter view: one suggested, however, that only in perhaps three markets are independents selling prime-time participation shows at a clip that would require them to cut back under the proposed changes. He thought the cutback in commercial time, amounting to 33%, might lead —or force—stations to hike their rates to advertisers by that much in the three markets.

Station representatives who commented also appeared to have mixed ideas.

Networks had no official comment but unofficially they indicated general satisfaction and in some cases enthusiasm for the changes. Most seemed to feel that networks would not be directly affected to any real extent except through their owned stations, and probably not much even there. Craig Lawrence, vice president for CBS-TV owned stations and tv spot sales, noted that his company's stations already prohibit triple-spotting and limit commercial time in prime-time participating programs to four minutes, so that the proposed changes conform to the stations' current practices.

Network "participating" programs—those sold in "thirds" or on a spot-carrier basis, a difference only in terminology—already are voluntarily limited by all networks to three minutes of commercial time per half-hour, or even fewer than the proposed changes would allow.

Donald H. McGannon, president, Westinghouse Broadcasting Co. and former chairman of NAB Tv Code Review Board, said:

"The proposed elimination of triple spotting (two spots and ID) is not only desirable but also important to the industry. It is the local station's contribution to the resolution of the pyramiding of commercial and other messages at the station breaks. I'm heartily in support of it.

"The commercial content of participating programs in prime time is also a difficult one. I believe a reduction to 4 minutes would be a sensible resolution of a longtime problem."

John P. Cunningham, chairman of board, Cunningham & Walsh and chairman of board, Advertising Federation of America: "It's an excellent idea to cut down the flashing spots at station breaks. They flicker like an old movie. That is more important than a reduction in the amount of commercial time in a program."

Robert M. Gray, manager of advertising and sales promotion, Humble Oil & Refining Co.: "I'm all for it. A reduction in commercial time is very desirable. It will make tv more effective for the advertiser. There are too many commercials now. Viewers simply get a montage of commercials and fail to get any impression at all."

Rollo W. Hunter, vice president and radio-tv director of Erwin Wasey, Ruthrauff & Ryan, New York called the reduction of commercial time in participating-announcement programs "a step in the right direction."

He recalled that one of the agency's clients decided not to participate in an upcoming program because it felt that six minutes of commercials would "crowd out" its messages.

Frank Kemp, senior vice president

WHO's Herb Plambeck...

Herb Plambeck, right, is applauded by H. V. Kaltenborn, noted NBC news analyst, and Richard Kathe of the American Feed Manufacturers Association, as he receives the 1960 National Animal Agriculture Award.

...Receives TOP Farm Award!

Every year the American Feed Manufacturers Association presents its "Animal Agriculture Award" to one farm broadcaster, for outstanding services to livestock and poultry farmers. This citation is the most significant and most coveted award in the farm radio field.

WHO-Radio is extremely proud that Herb Plambeck has added this distinguished 1960 award to the 45 other state, national and international citations he has received in the past 25 years. Founder and past president of the National Association of Radio Farm Directors, Herb was the originator of national plowing matches, is one of the best-known farm directors in America, is "Mr. Agriculture" to perhaps a million Midwest farm homes. Herb and his staff at WHO-Radio are actually on the air *sixty* times per week with farm programs!

Ask PGW for all the facts that have made WHO-Radio and Herb Plambeck's Farm Department a "must" for farm-products advertisers in "Iowa Plus."

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC and WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *Representatives*

WILL CODE CUT COMMERCIAL TIME? continued

of Compton Adv., New York, echoed Mr. Hunter's plea for a "definition of what is triple spotting." He asked: "Is an announcement for a public service campaign or a station promotion spot considered one commercial?" He applauded the proposal for reducing commercial time in participating-announcement programs and opposed the suggestion for increasing time in sponsored programs. His reasoning: "I'm against anything that hurts the effectiveness of an advertiser's message. The fewer the commercials there are, the better chance there is that they will be noticed."

William E. (Pete) Matthews, vice president and director of media relations and planning for Young & Rubicam, New York, said: "We welcome the effort to clarify and improve the commercial situation on television." He noted the code proposals consider the allowable amount of commercial time, and added: "Our only question now is to limit the number of commercials as well as the length."

John B. Simpson, vice president and director of broadcasting, Foote, Cone & Belding, New York, believes it "more important than ever to adopt the proposed triple-spotting ban." With the networks' adoption of the 40-second break there is the possibility of "over-commercialization by stations, but with this code change there will be some protection against this." Mr. Simpson said that from the advertiser's standpoint he would be in favor of the move to reduce the time in participating programs to four minutes, but that the financial aspect of this change is something that the NAB will have to weigh with its membership.

Leslie L. Dunier, vice president in charge of radio and television, Mogul Williams & Saylor, New York, said: "The way things are going, the triple-spotting problem will be as outdated as propeller driven airplanes. Quadruple spotting, and even more blatant station break abuses, are becoming more widespread. But if the board can give teeth to the triple-spotting sanction, it would be a vital step in the right direction."

"The reduction of commercial time is, I believe, too drastic a measure."

Samuel L. Frey, vice president and media director, Ogilvy, Benson & Mather, said he's very much in favor of disallowing triple spotting and reducing the amount of commercial time in participating-announcement programs.

John Burns, vice president in charge of tv sales, MGM-TV, said only the question of reducing the amount of commercial time in participating announcement programs would pertain to him and he thinks it's strictly a matter for individual stations. He feels enactment of the change could conceivably hurt his company in the long run, but he doesn't think it will.

Charles Goit, domestic sales manager of 20th Century Fox-TV, called the proposed changes "interesting." He feels the proposal to reduce commercial time in participating programs will affect his company more than any other, because NBC-TV will begin televising Fox films in prime time in the fall. He feels the restriction is unnecessary because "NBC is not trying to oversell the program. It is not pushing for another minute or two. The network is very careful as to how it sells the time."

Howard Anderson, sales vice president, ABC Films Inc., said: "The NAB is controlled by the small markets, that is, most of NAB's active leaders are from small markets where they are rarely able to sell more than four minutes per half-hour in a feature film anyway. The major markets and independent stations who rely on feature films would suffer losses if this reduction in time proposal takes effect."

Seymour Reed, president of Official Films, New York, said: "I think the stations so far have done an excellent job. I'm sure they'll continue to keep faith with the public and use the proper discretion in the amount of commercial time used. However, the proposed change presents no problem for many stations which are showing only four minutes of commercials on participation programs."

A spokesman for CBS Films said the changes would have little effect on its operations. He said none of his company's films are shown in prime time.

Two other leading syndicators of feature films and filmed series, who asked they not be identified, agreed they both felt it is rare to find more than four minutes in a prime-time announcement program and see little practical effect on stations.

Adam Young, president of Adam Young station representative companies, said he approves the triple-spot elimination at station breaks, but is strongly opposed to a reduction of commercial time in participating programs. Mr. Young viewed the proposal as a move that would hurt spot business; "It certainly won't assist it." He said it will cause a bad squeeze on the stations. "Some people, " he said, "presume all spots are equally salable, but an advertiser who buys prime time minutes may never consider buying a 20-second or 10-second announcement. There is a direct relationship between the number of one-minute spots and the station's ultimate income. You can't recapture the loss of minutes with 20- and 10-second spots.

"I'm in favor of self-regulation for the industry but not when the regulations create a strait-jacket which will happen if the four-minute per half-hour proposal is approved for participating programs. I think the broadcasters want to live by a reasonable code but this change in the code will chase stations away from it."

A Katz Agency spokesman said on triple spotting: "No disagreement if the review board intends a maximum of two commercial announcements at breaks within the highest rate period. Where a station break is long enough to accommodate one 20- and one 10-second announcement plus a 10-second public service or promotion announcement, the latter should not be interpreted as a third spot."

Edward P. Shurick, executive vice president, Blair-Tv, agreed wholeheartedly with the proposals that would prohibit triple-spotting and set up four minutes of commercial time in sponsored programs. He was reluctant to discuss plans to reduce commercial time in participation programs, pointing out he would like to ascertain the attitude of tv stations toward such a suggestion before offering an opinion.

Thomas A. Wright Jr., vice presi-

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week June 1-7 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., June 1	**The Untouchables** (9:30 p.m.)	ABC-TV	29.4
Fri., June 2	**Twilight Zone** (10 p.m.)	CBS-TV	22.0
Sat., June 3	**Gunsmoke** (10 p.m.)	CBS-TV	27.1
Sun., June 4	**Candid Camera** (10 p.m.)	CBS-TV	30.2
Mon., June 5	**June Allyson Show** (10:30 p.m.)	CBS-TV	18.4
Tue., June 6	**President Kennedy** (7 p.m.)	All networks	26.9
	Thriller (9 p.m.)	NBC-TV	25.7
Wed., June 7	**Naked City** (10 p.m.)	ABC-TV	23.3

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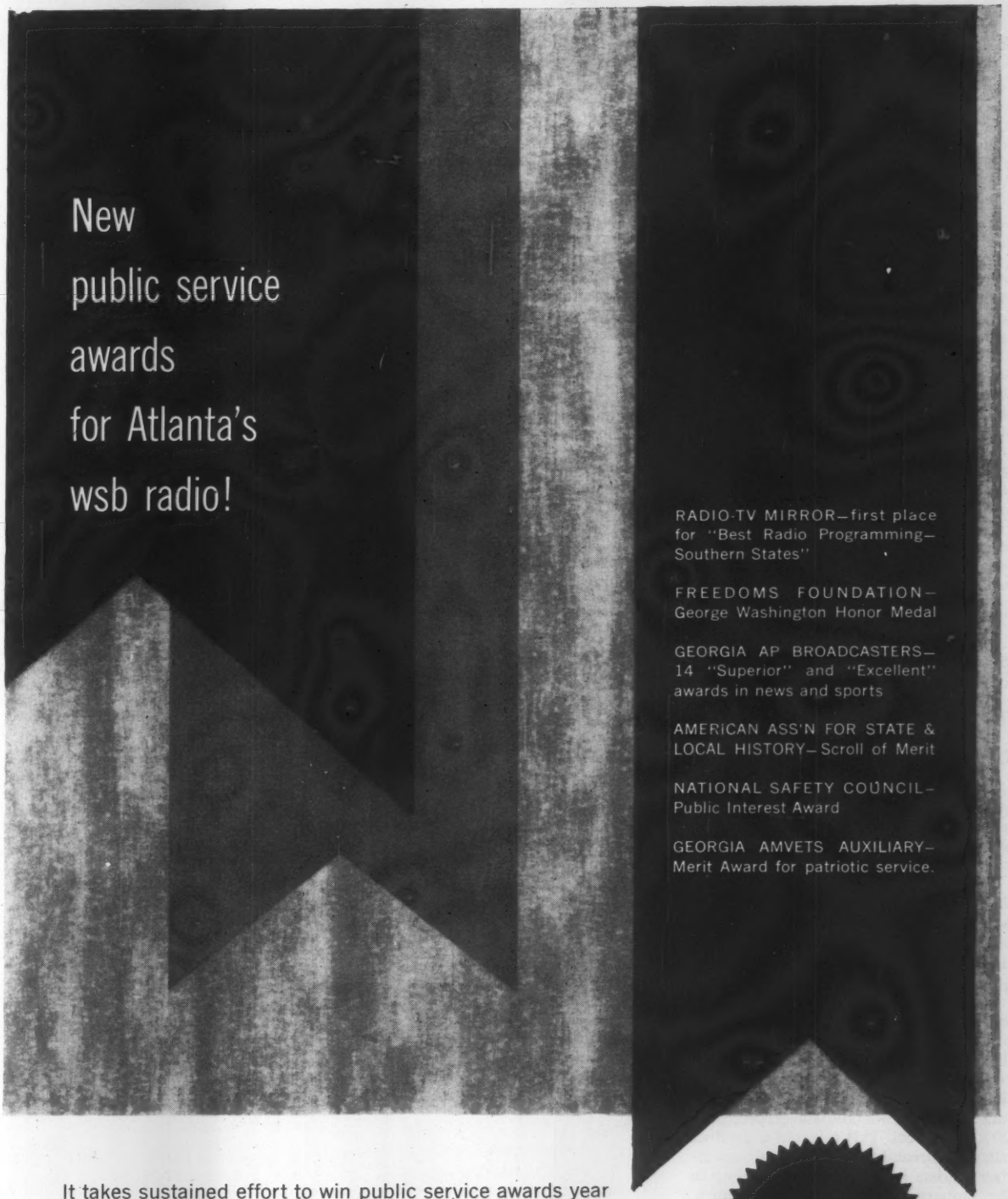

New
public service
awards
for Atlanta's
wsb radio!
RADIO-TV MIRROR—first place for "Best Radio Programming—Southern States"
FREEDOMS FOUNDATION—George Washington Honor Medal
GEORGIA AP BROADCASTERS—14 "Superior" and "Excellent" awards in news and sports
AMERICAN ASS'N FOR STATE & LOCAL HISTORY—Scroll of Merit
NATIONAL SAFETY COUNCIL—Public Interest Award
GEORGIA AMVETS AUXILIARY—Merit Award for patriotic service.

It takes sustained effort to win public service awards year after year. WSB Radio is proud of its record. From its beginning in 1922, WSB has striven to please its audience, serve its community, and satisfy its sponsors. These latest honors inspire new enthusiasm for more and better service in the public interest

ATLANTA'S
wsb radio

Represented by
Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

WILL CODE CUT COMMERCIAL TIME? continued

dent—media, Leo Burnett Co., Chicago: "We are in favor of the provision condemning triple-spotting. We've been stamping our contracts with no-triple-spot clauses for years. The NAB code would only be lately and reluctantly recognizing what has now practically been stamped out as a bad business practice.

"We are against their provision to increase commercial time by allowing 'four minutes for spots, promotional announcements, billboards, ID's etc., as reported in BROADCASTING.

"This is a maneuver to revise the code to accommodate the proposed 42-second station break after half-hour shows and the 70-second network break after hour shows.

"It is a move designed to defeat the critics of overcommercialization by getting the additional commercial time allowance 'approved' by the NAB.

"The Leo Burnett Co. went on the record as opposing the 40-second chain break last February, as soon as it was proposed by ABC. We still believe it is shortsighted and bad for the medium.

"The decrease in program time as proposed by the network and alleged to be condoned by the NAB amounts to a substantial rate increase for network advertisers."

Margot Stevens, media director of Eisaman, Johns & Laws, Los Angeles, said the reduction in the number of commercials would undoubtedly mean a jump in the price of the spots but a more favorable sales climate would make the commercial worth more to the advertiser.

Alan M. Berger, radio-tv director, Tilds & Cantz, Los Angeles, called the reduction in the number of commercials a "very smart move." "Anything that encourages single spotting is good because that immediately causes more attention to the commercial and this is worth more money."

Alvin G. Flanagan, president and general manager of KCOP TV) Los Angeles, said: "I'm for it. I hope it goes and I hope every station manager has the courage and the good sense to raise his announcement rates and stick with the increase. Otherwise, it could mean a tremendous loss in revenue, because virtually all locally originated programs today have—at least 95 per cent of them—are sold on a participation basis. But it's good because it will help the value of television and will give each advertising message more impact."

Paul McCluer, executive vice president, Wade Adv., Los Angeles, hailed the move as "a great step forward." The program buyer, who pays for both the program and the time, is now getting a fair shake with the advertiser who buys just an announcement, Mr. McCluer commented. In the past the advertiser who bought his own program has been shortchanged by being allowed only three minutes of sell in his half hours.

Richard Jencks, president, Alliance of Television Film Producers, said: "Any action on the part of the NAB which tends to standardize the length of the time periods allowed for the presentation of television films will make for better quality programming. Television programs are painstakingly devised to

NETWORK UP, SPOT DOWN

TvB first quarter figures show tv spot billing dropping 2.1% while network climbs 6.2%

Tv businessmen can be expected to anxiously await this year's second quarter spot tv billing figures for any variation—hopefully upward—from the first quarter total.

Spot tv gross time billings of more than $151.3 million in the January-March period represented a dip of 2.1% on the basis of estimating procedures used to compute the corresponding quarter in 1960.

Total gross billings of the tv networks, however, have shown a continued gain in TvB's reports. For the first quarter, network billing went up from $171.8 million last year to more than $182.4 million this year, or an increase of 6.2%. (BROADCASTING, May 29). Last week TvB released a product category breakdown, brand and advertiser leaders in network gross billing in the January-March period (see figures, page 38).

P&G Up Front ▪ No. 1 tv advertiser in the first quarter is Procter & Gamble Co. with more than $12.1 million in spot. It placed another $11.8 million at gross rates on the networks, for a total tv gross time billing in the quarter of nearly $24 million.

Other top advertisers in spot-network gross time billing in the first quarter: American Home Products with more than $11.7 million, of which over $9.1 million is in network; Lever with some $11.8 million, a greater share of which is in network ($6 million plus); Colgate-Palmolive with $9.2 million of which $5.1 million is in network, and General Foods which splits nearly evenly in network and in spot its more than $9.6 million total for the quarter.

Advertisers appearing on the top 100 spot tv listing for the first time included Chattanooga Medicine Co., DCA Food Industries, Hanes Hosiery, Lehn & Fink Products, John Morrell & Co., National Federation of Coffee Growers of Colombia, Pan American Coffee Bureau, and Van Camp Sea Foods.

TOP 100 SPOT TV ADVERTISERS
FIRST QUARTER 1961

(SOURCE: TvB-Rorabaugh)

1.	Procter & Gamble	$12,167,300
2.	Lever Brothers	5,442,200
3.	General Foods	4,801,500
4.	Colgate Palmolive	4,156,500
5.	American Home Products	2,587,700
6.	Miles Laboratories	2,585,500
7.	Coca Cola (Bottlers)	2,545,300
8.	Bristol-Myers	2,483,000
9.	William Wrigley Jr.	2,333,200
10.	Continental Baking	2,251,600
11.	Standard Brands	2,217,900
12.	International Latex	2,033,800
13.	Lestoil Products	2,000,900
14.	Hunt Foods & Industries	1,894,800
15.	P. Lorillard	1,751,300
16.	Philip Morris	1,670,500
17.	Warner-Lambert	1,567,100
18.	Kellogg	1,494,700
19.	Corn Products	1,473,700
20.	Nestle	1,458,400
21.	Avon Products	1,346,900
22.	Pillsbury	1,256,600
23.	Pan-American Coffee Bureau	1,254,500
24.	American Tobacco	1,230,800
25.	Brown & Williamson Tobacco	1,230,800
26.	J. A. Folger	1,153,800
27.	Andrew Jergens	1,112,500
28.	Sterling Drug	1,092,600
29.	American Chicle	1,080,200
30.	Wander Co.	989,500
31.	Pepsi Cola (Bottlers)	937,700
32.	Campbell Soup	914,100
33.	Ford Motor (Dealers)	898,000
34.	General Motors (Dealers)	886,200
35.	Quaker Oats	864,300
36.	Richardson Merrell	823,200
37.	E. & J. Gallo Winery	814,900
38.	Anheuser-Busch	788,200
39.	Maybelline	786,600
40.	Carnation	748,200
41.	Canadian Breweries	714,300
42.	Alberto-Culver	711,110
43.	Van Camp Sea Food	705,100
44.	Food Manufacturers	699,400
45.	Falstaff Brewing	693,300
46.	R. J. Reynolds Tobacco	687,300
47.	Carter Products	674,100
48.	Standard Oil Co. (N. J.)	657,400
49.	U. S. Borax & Chemical	649,000
50.	Scott Paper	644,900
51.	Welch Grape Juice	637,400
52.	Hills Bros. Coffee	616,600
53.	Pabst Brewing	610,500
54.	Simoniz	578,600
55.	Chock-Full-O-Nuts	575,900
56.	Gillette	570,500
57.	Jos. Schlitz Brewing	567,700
58.	Sun Oil	561,800
59.	Plough	555,600
60.	Chesebrough-Ponds	548,800
61.	General Electric	546,500
62.	Sardeau	534,500
63.	General Mills	533,000
64.	Pharma-Craft	515,400

tell a story in a very compact time period. They suffer greatly in entertainment impact if they are butchered at the station level in order to accommodate program time periods which are abnormally short. A large part of a television producer's stock in trade is the reputation which his programs enjoy among the viewing audience. If that audience never gets to see a program as it was produced, but sees merely a carelessly edited version of it, it may seriously impair the viewer's interest in subsequent programs of the same series. If we are to improve the quality of film programming, we should start by seeing to it that the television films which the public sees are of at least as good quality as they were when they were finally edited by the producer."

Hildred Sanders, vp for radio-tv, Honig-Cooper & Harrington, Los Angeles, said the agency won't buy triple spots now if they know and some, but not all, contracts are stamped: "void if triple spotted." For a single sponsor, she felt four commercials in a half-hour schedule would be too many and recommended longer but fewer spots, perhaps four 90-second spots in an hour. For a co-sponsored program such as used to be popular, she felt two for each advertiser in a half-hour would be acceptable, particularly if it is a major-minor proposition. But for announcement participating programs, she believes the public is used to multiple interruptions and doesn't particularly mind them.

George Elber, first vice president, Four Star Television, Los Angeles: "No one is in favor of triple spotting, but it should be pointed out that eliminating this practice does not necessarily mean more program viewing time for the public. Two one-minute commercials take twice as much time as three 20-second spots.

"The reduction of the number of commercials permitted in a half-hour from six to four seems to me a good thing, although I would describe it as a recognition of general industry practice rather than a major reform. It's good for the program producer, whose show doesn't get cut to pieces for the insertion of too many spots; it's good for the public which gets more program time and fewer commercials, and it should be good for the advertiser whose commercials will have less competition within the period."

Clark B. George, vice president of CBS Television Stations Div. and general manager of WBBM-TV Chicago: "I think it is a good thing. But it won't affect us because we already are living within these standards and in some cases we are stricter than the old NAB code."

Tom Garrabrant, vice president and media director, North Adv., Chicago, "I'm for the proposed ban on triple spotting." He felt stations are the key factors in control of commercials and said he hoped the industry "would get some good ground rules and stick with them."

Buckingham W. Gunn, vice president and radio-tv director, Clinton E. Frank Inc., was enthusiastic over the code board's intent to stop triple-spotting in prime time. "We've been fighting for that for a long time," he said. He also approved the limit of four commercials in a half-hour show.

65. Mars	$503,600	76. Hertz Corp.	$415,800	88. Lehn & Fink Products	$357,000
66. United Vintners	491,900	77. Vic Tanny Enterprises	409,900	89. Greyhound	352,700
67. Phillips Petroleum	480,700	78. Atlantic Refining	407,500	90. C. Schmidt & Sons	341,100
68. National Federation of Coffee Growers of Colombia	459,800	79. Miller Brewing	406,900	91. B. C. Remedy	339,400
69. Consolidated Cigar	451,500	80. Standard Oil Co. (Indiana)	405,300	92. Chattanooga Medicine	339,100
70. Great Atlantic & Pacific Tea Co	443,200	81. Ralston-Purina	396,000	93. American Motors (Dealers)	337,200
71. National Biscuit	438,700	82. Grocery Store Products	394,700	94. Peter Paul	325,700
72. John Morrell	436,400	83. Norwich Pharmacal	394,400	95. Studebaker-Packard	325,300
73. Theo. Hamm Brewing	434,700	84. Hudson Pulp & Paper	382,200	96. Swift & Co.	323,400
74. Liggett & Myers Tobacco	431,000	85. Ex-Lax	375,900	97. Texize Chemicals	319,000
75. Golden Press	421,300	86. DCA Food Industries	372,300	98. Safeway Stores	318,500
		87. Hanes Hosiery	362,300	99. Jack La Lanne Co.	316,600

Styles in stogies

Right cigar for the right occasion, whether sport model (1) or formal (r), means more smoking pleasure, L. Fendrich Inc., Evansville, Ind., is telling all men in a new tv campaign in the Midwest. Firm's complete line of La Fendrich cigars is featured in the film spots in a total of 35 Indiana and Ohio markets. Producer: Fred A. Niles Productions Inc., Chicago; agency: Noble-Dury & Assoc., Nashville, Tenn.

100.	National Dairy Products	$308,300

ESTIMATED EXPENDITURES
of
TOP 25 NETWORK COMPANY ADVERTISERS

SOURCE: TvB/LNA-BAR
First Quarter 1961

1.	Procter & Gamble	$11,822,052
2.	American Home Products	9,159,200
3.	General Motors	6,655,080
4.	Lever Brothers	6,368,678
5.	General Mills	5,530,024
6.	Colgate-Palmolive	5,137,244
7.	General Foods	4,884,461
8.	R. J. Reynolds Tobacco	4,471,698
9.	Bristol-Myers	3,451,912
10.	Brown & Williamson Tobacco	3,394,688
11.	Sterling Drug	3,360,149
12.	S. C. Johnson & Son	3,243,004
13.	Texaco	3,209,844
14.	Gillette	3,185,616
15.	Liggett & Myers Tobacco	3,145,253
16.	National Biscuit	2,753,585
17.	P. Lorillard	2,663,048
18.	Ford Motor	2,589,720
19.	Miles Laboratories	2,574,261
20.	Warner-Lambert	2,440,285
21.	Alberto-Culver	2,428,019
22.	Kellogg	2,319,238
23.	Philip Morris	2,242,678
24.	National Dairy Products	2,236,653
25.	American Tobacco	2,098,239

ESTIMATED EXPENDITURES
of
TOP 25 NETWORK BRAND ADVERTISERS

SOURCE: TvB/LNA-BAR
First Quarter 1961

1.	Anacin tablets	$2,869,167
2.	Winston cigarettes	2,017,209
3.	L&M cigarettes	$1,830,875
4.	Kent cigarettes	1,628,293
5.	Texaco (general promotion)	1,622,268
6.	Dristan tablets	1,514,419
7.	Salem cigarettes	1,389,812
8.	Chevrolet passengar cars	1,366,910
9.	Crest tooth paste	1,318,328
10.	Tide	1,307,016
11.	Bayer aspirin	1,278,436
12.	Bech-Nut gum	1,231,092
13.	Colgate dental cream	1,202,647
14.	Bufferin	1,201,511
15.	Pall Mall cigarettes	1,142,109
16.	Alka-Seltzer	1,130,757
17.	Schlitz beer	1,121,074
18.	Ford passenger cars	1,099,022
19.	Marlboro cigarettes	1,070,134
20.	Listerine antiseptic (Oral)	1,058,926
21.	Camel cigarettes	1,035,564
22.	Prudential insurance	1,015,509
23.	Duncan Hines cake mixes	1,006,833
24.	Allstate insurance	997,200
25.	One-A-Day vitamin tablets	995,262

ESTIMATED EXPENDITURES
of
TOP 15 NETWORK COMPANY ADVERTISERS

SOURCE: TvB/LNA-BAR
March 1961

1.	Procter & Gamble	$4,308,177
2.	American Home Products	3,120,560
3.	Lever Brothers	2,542,009
4.	General Motors	2,237,750
5.	General Mills	1,919,986
6.	Colgate-Palmolive	1,765,103
7.	General Foods	1,585,629
8.	R. J. Reynolds Tobacco	1,491,756
9.	S. C. Johnson & Son	1,275,095
10.	Bristol-Myers	1,266,146
11.	Brown & Williamson Tobacco	1,191,088
12.	Texaco	1,164,904
13.	Sterling Drug	$1,103,601
14.	Gillette	1,088,854
15.	Liggett & Myers Tobacco	1,078,832

ESTIMATED EXPENDITURES
of
TOP 15 NETWORK BRAND ADVERTISERS

SOURCE: TvB/LNA-BAR
March 1961

1.	Anacin tablets	$1,045,875
2.	Winston cigarettes	649,171
3.	Texaco (general promotion)	640,697
4.	L&M cigarettes	599,492
5.	Kent cigarettes	545,820
6.	Crest tooth paste	518,342
7.	Chevrolet passenger cars	501,638
8.	Marlboro cigarettes	489,919
9.	Tide	476,799
10.	Dristan tablets	456,859
11.	Salem cigarettes	456,052
12.	Bufferin	450,069
13.	Alka-Seltzer	424,178
14.	Colgate dental cream	418,015
15.	Bayer aspirin	406,494

ESTIMATED EXPENDITURES OF
NETWORK TELEVISION ADVERTISERS
BY PRODUCT CLASSIFICATION

Source: TvB/LNA-BAR

	March 1961	Jan.-March 1961	Jan.-March 1960
Agriculture & farming	$ 238,434	$ 469,787	$ 566,627
Apparel, footwear & accessories	1,059,527	2,578,284	1,306,430
Automotive, automotive accessories & equipment	3,943,851	12,563,916	13,675,150
Beer, wine	570,343	1,542,864	2,227,144
Building materials, equipment & fixtures	181,253	422,498	532,587
Confectionary & soft drinks	2,232,056	6,020,854	4,728,301
Consumer services	610,678	1,633,334	1,251,566
Drugs & remedies	8,275,462	25,842,389	23,448,672
Entertainment & amusement	116,257	352,715	.....
Food & food products	11,881,791	33,860,279	30,048,729
Freight, industrial & agricultural development	83,270	237,120	193,240
Gasoline, lubricants & other fuels	1,290,876	3,919,791	4,134,698
Horticulture	11,956	11,956	97,897
Household equipment & supplies	2,510,252	6,973,158	5,902,677
Household furnishings	418,458	991,270	1,572,951
Industrial materials	2,021,610	5,790,131	4,837,587
Insurance	885,360	2,939,894	2,755,651
Jewelry, optical goods & cameras	884,512	2,664,930	2,459,742
Office equipment, stationery & writing supplies	280,885	728,814	707,007
Publishing & media	367,916	645,343	7,314
Radio, tv sets, phonographs-musical instruments, accesories	158,730	565,094	1,048,900
Retail or direct by mail	.....	26,493	.....
Smoking materials	6,602,917	19,465,427	19,855,269
Soaps, cleansers & polishes	7,788,404	21,030,547	17,936,562
Sporting goods & toys	273,588	915,312	610,275
Toiletries & toilet goods	10,132,882	28,052,851	28,059,270
Travel hotels & resorts	.....	.....	496,021
Miscellaneous	761,536	2,233,121	2,439,414
TOTAL	$63,582,804	$182,478,172	$171,899,681

Instant Yuban thrives on tv network, spot

An intensive campaign of nighttime tv spots on top of a network base has helped Instant Yuban Coffee, a Maxwell House Coffee product, grow into a second or third place seller among all instants in four of six top metropolitan markets since its introduction in March 1960.

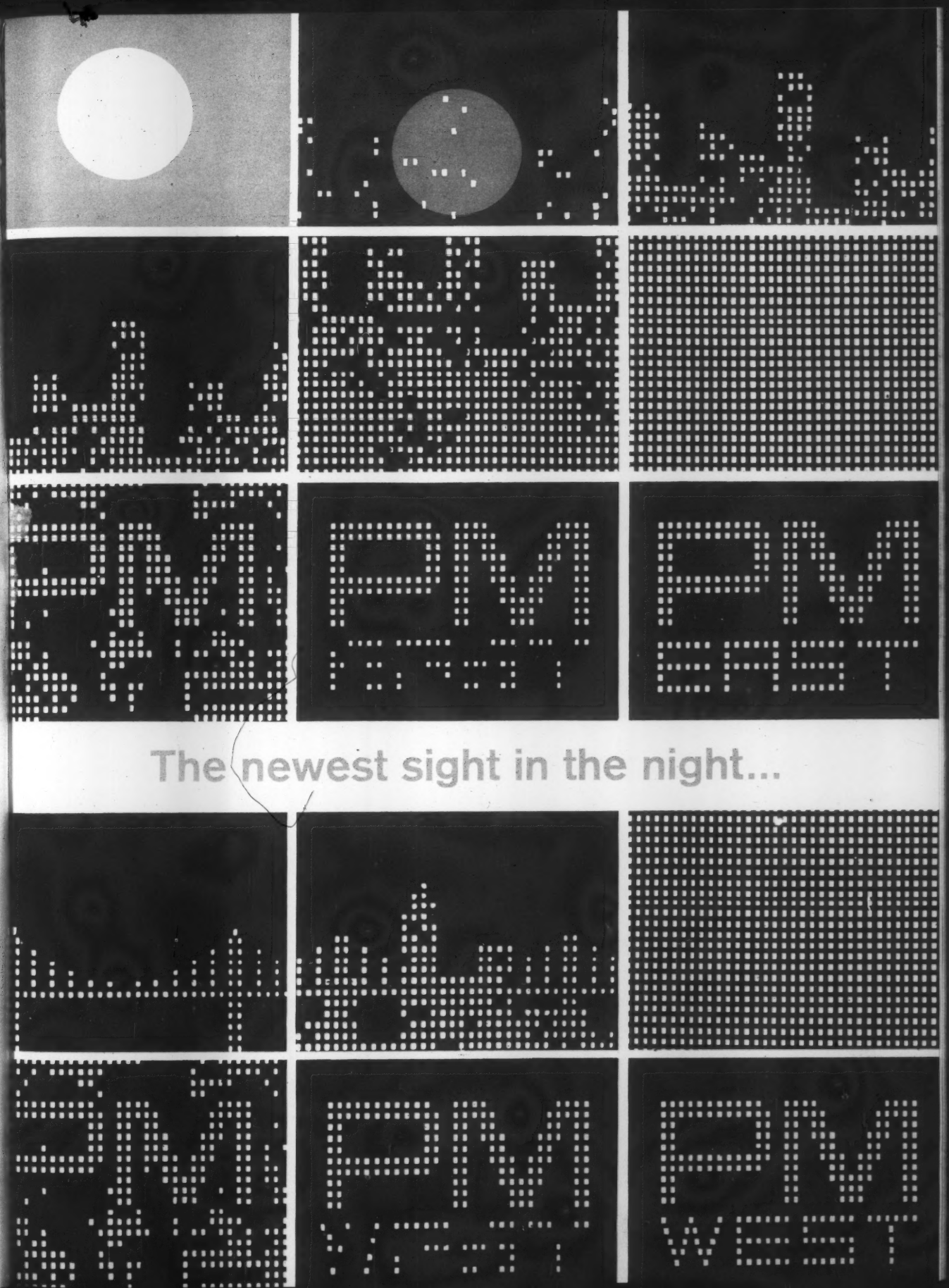
More than 200 spots a week were used the first three weeks Yuban was placed on the market and 55 spots a week have been used thereafter, James W. Andrews, executive vice president in charge of marketing for the Maxwell House Division of General Foods, told a Sales Executive Club meeting in New York last week.

Though it was expensive, the spot campaign, combined with a strong print campaign, paid off, Mr. Andrews reported. Today Instant Yuban is No. 3 instant brand in New York, Philadelphia and San Diego and No. 2 in Los Angeles and Boston. "We promoted the hell out of it," Mr. Andrews said, and that's one of the important reasons Instant Yuban will soon be distributed on a national basis.

Rate card committee set

CBS Radio Spot Sales has formed a rate card advisory committee to service the 11 stations it represents. Objective: simplify rate cards as a more useful tool for timebuyers. The committee hopes to eliminate excess rate card wordage and duplication by passing along new ideas to each station while acting as a sounding board for a station proposing rate changes.

Individual stations will meet regularly with the committee to discuss their rate card problems. The commitee is composed of 10 CBS Radio Spot Sales executives with Edward O'Berst, account executive, as chairman.


BWI
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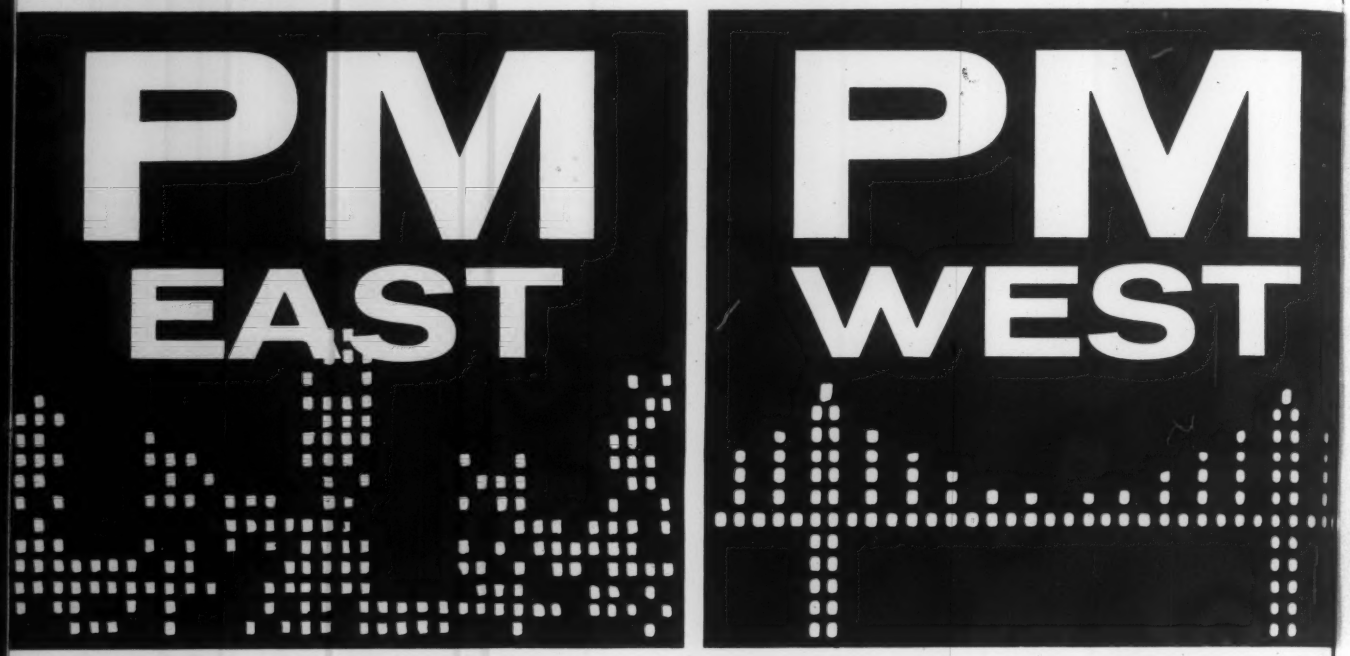
WEST
The newest sight in the night...
BWI
EAST
BWI
WEST

WBC CREATES



new dimensions in late evening television

Originating from New York and San Francisco...11:15-12:45 Mon. thru Fri.

PM spans the continent and brings to the "late nighter" a constant flow and interchange of entertainment, ideas and PEOPLE. PM concentrates on the deep excitement in people... their private views... their inner perspectives. As you will see—PM is fresh television at its powerful best.

PM EAST. The East show (11:15 pm-12:15 am) originates in New York City. Featured Star: **Mike Wallace** (warmer than you've known him—and still the most sure-footed man about television). With **Joyce Davidson** (beautiful, blonde Canadian entry to American television—smarter and sharper than any woman has a right to be). With her help, Mike probes the glitter of people who thrive in the city's big lights, people from all shades of life. Each night Mike explores a different chunk of human experience, which mixes the humor, guts and excitement of people in the big city.

PM WEST. The West show (12:15 am-12:45 am) originates in San Francisco. It features **Terrence O'Flaherty** (TV Editor of the San Francisco Chronicle with vibrant intellect, vast knowledge—and a wide, flashing smile). He knows best how to bring out the lively music and humor of San Francisco's famous jazz spots and coffee houses. The tempo's cool and relaxed—and with it comes deep insight into the city and its people.

What is PM's element? People. How are they handled? With deftness, warmth and fun. AND...one at a time, not all together! Because PM likes to dig in deep. Its focus is tight, close-up...perceptive. An on-the-spot story emerges through a PM autobiography...of a sudden news figure...a renowned artist...a controversial writer. You find you've gone beneath the surface image...liking it every quick step of the way. PM goes behind the front page of entertainment, too! Bringing out the budding folk singer—the newly schooled comedian...talent on the rise, with talent worth seeing, hearing and learning more about. Furthermore, PM pokes fun. PM is unpredictable...PM is free-swinging. AND, PM's not tied down to the studio. It "tapes" off in the pursuit of people in the unusual pursuit—while they're pursuing! Finds 'em, too! At the races...on the streets—wherever they may be!

Who's behind PM? Top professional broadcast minds, who are alert to the growing needs of the ever more important "late nighter" segment of the television audience—who have designed PM to spark their attention...arouse their curiosity—and keep it burning night after night. That's why PM's elements are wide ranging—yet each is strong and compelling. And PM is produced by one of the best known producers, directors and program creators in broadcasting. Two-time Peabody Award winner BEN PARK. PM's chief writer is MARVIN DAVID. His background is studded with writing achievements in motion pictures, network television, radio and record albums and stage shows. All working personnel were chosen with the exact needs of the show in mind, even the show titles (designed by Saul Bass who did titles for "80 Days Around the World," "Man With The Golden Arm," "Exodus," and "Ben Hur"). And here is where the "inside" power of PM lies. PM is planned in advance. Content is investigated and chosen with exploitation in mind. Scripts are written—and tailor-made for each individual program. All elements are tightly woven in...and standards are high! It comes out excitement. Excitement that's planned to come night after night after night. PM is not a shot in the dark. It's a light in the night.

The important joy of discovery! After the show...talk begins. Because PM brings viewers inside. They discover for themselves. And they never know what will happen next. Be assured. PM plans to be the most talked about show in television...right from the start.

MIKE WALLACE

(PM EAST) Major TV award winner (Sherwood, Emmy, Hollywood Foreign Press Association)—he continues to be one of the few men in television to conduct full-length, thoughtful interviews with people from the entire spectrum of society. On PM, he enjoys himself. He's warmer—and as he puts it: "more lovable." We think you'll like the new-old Mike Wallace...

JOYCE DAVIDSON

(PM EAST) Canada's prime-time TV gal became a 200 proof legend in her own (very young) time. For this kitten-soft blonde is uncomfortably bright. She was enthusiastically spirited away by WBC to conquer a new world. And we're sure you'll agree...she will! She has a happy effect on Mike and guests. And has a built-in tendency to capitalize on it...

TERRENCE O'FLAHERTY

(PM WEST) Against his own advice—"TV columnists should not appear on TV" (directed to John Crosby)—the syndicated TV columnist for the San Francisco Chronicle joins PM West. And, why not? He is known, admired, revered, read and re-read throughout the West. He writes with fluidity, candor, grace and charm. And you'll find he talks the same way...

WBC BELIEVES

that people would rather be entertained than distracted. WBC believes that people want late evening television worth waiting up for... television that doesn't talk down, around and nowhere in particular. PM's got direction. It's timely television with the earthy magnetism to attract and hold wide segments of viewers in every market it plays. And, very important...

PM is built to sell. WBC believes in smart, effective commercial placement. On PM... commercials are built into the show. They never interrupt. Instead, they are spotlighted. Four showcases per hour (60-10-and 60 second spots in each). And no more. Yet... PM's rate structure is no higher than current rates for films shown at the same time!

PM EAST—PM WEST is not only the newest sight in the night... but, as well—the best buy in the night. Ask for rates and full details from WBC TV Stations—or call TvAR direct.

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ, WBZ-TV, Boston • WJZ-TV, Baltimore • KDKA, KDKA-TV, Pittsburgh • KYW, KYW-TV, Cleveland • WOWO, Fort Wayne • WIND, Chicago • KEX, Portland, Ore. • KPIX, San Francisco

Represented by Television Advertising Representatives, Inc.

SEAL OF GOOD PRACTICE TELEVISION CODE

TvB reveals spending of three groups

TV TOBACCO BILLINGS JUMP $6 MILLION AT EXPENSE OF OTHER MEDIA

Television Bureau of Advertising, in an accelerated program to release detailed summaries of 1960 advertising expenditures by product category, has highlighted the spending records of tobacco, soft drink and insurance companies, among others. The total network and spot gross time billings of the three categories: $143,001,654.

Network tv billings for tobacco products and supplies in 1960 totalled $76,912,694 against $75,169,190 in 1959, TvB/LNA-BAR figures show. Spot tv billings, according to TvB-Rorabaugh, were $35,686,000 last year, compared with $31,490,000 in 1959. TvB adds: tv's share of tobacco advertising rose substantially in 1960 as the tobacco industry, achieving new sales records, reduced expenditures in other measured consumer media while expanding their use of tv.

Soft drink (bottled) advertisers' tv gross time billings in 1960, for network and national spot, rose 10.3% over 1959, from $13,288,340 to $14,659,360. Spot tv billings in 1960 were $11,696,000 against $11,165,430 in 1959. Network billings in 1960 were $2,963,360, compared with $2,122,910 the previous year. TvB points out that soft drink advertisers are making greatly expanded use of tv in 1961, with gross time billings alone expected to rise some 20% over last year (BROADCASTING, May 22).

Insurance companies, according to TvB, increased their tv expenditures 136% from 1956 to 1960. Of all media used by insurance companies during those years, only tv has increased its share of insurance advertising. Out of the category's total 1960 tv expenditures of $15,743,600, the companies spent $12,381,622 for network gross time billings, compared with $10,270,755 in 1959. Spot tv billings, which dropped from the preceding year, were $3,362,000 against $3,770,000 in 1959.

Leading tobacco advertisers—1960
Gross time or space expenditures

	Total television	Magazines[1]	Newspapers[2]	Outdoor[3]	Total	% Tv
R. J. Reynolds	$20,064,986	$5,582,428	$8,485,691	$	$34,133,105	58.8
American Tobacco	15,758,575	6,957,191	5,543,039	916,355	29,175,160	54.0
Brown & Williamson	20,319,349	427,381	4,316,227	.....	25,062,957	81.1
P. Lorillard	16,186,911	3,328,776	5,100,677	345,011	24,961,375	64.8
Philip Morris	14,638,966	4,301,963	5,482,360	123,427	24,547,716	59.6
Liggett & Myers	12,534,604	3,209,546	2,792,485	78,190	18,614,825	67.3
Bayuk Cigars	5,705,471	.....	102,063	.....	5,807,534	98.2
Consolidated Cigar Sales	3,594,970	9,023	949,251	.....	4,553,224	79.0
General Cigar	2,356,424	295,767	708,041	.....	3,360,232	70.1

Sources: [1]Leading National Advertisers; [2]Bureau of Advertising; [3]Outdoor Advertising Inc.

Major consumer media measured expenditures for tobacco products

	Tv	Magazines[1]	Newspapers[2]	Outdoor[3]	Total
1960	$112,598,694 (63.9%)	$26,195,365 (14.9%)	$35,031,000 (19.9%)	$2,209,917 (1.3%)	$176,034,976 (100%)
1959	$106,659,190 (59.5%)	$27,368,611 (15.3%)	$41,498,000 (23.7%)	$3,499,932 (2.0%)	$179.025 733 (100%)

[1]Leading National Advertisers; [2]Bureau of Advertising; [3]Outdoor Advertising, Inc.

Bottled soft drinks—companies and bottlers
Gross tv time expenditures

	1960			1959		
	Network	Spot	Total	Network	Spot	Total
Coca-Cola	561,080	4,187,470	4,748,550	375,180	3 567,960	3,943,140
Pepsi-Cola	.....	3,119,040	3,119,040	.....	2,984,590	2,984,590
Canada Dry	1,311,430	311,840	1,623,270	327,800	691,230	1,019,030
Seven-Up	1,090,850	471,710	1,562,560	1,419,930	507,770	1,927,700
Royal Crown	.....	860,760	860,760	.....	512,410	512,410
Dr. Pepper	.....	646,680	646 680	.....	884,790	884,790
Schweppes (USA) Ltd.	.....	412.680	412,680	.....	134,630	134,630
Cott Beverage Corp.	.....	367,890	367,890	.....	199,450	199,450
Squirt Co.	.....	303,410	303,410	.....	371,620	371,620
Total	2,963,360	11,696,000	14,659,360	2,122,910	11,165,430	13,288,340

Source: Network—TvB/LNA-BAR; Spot—TvB-Rorabaugh

Insurance
Top 10 tv advertisers—1960

	Network*	Spot**	Total
Prudential			
Mutual Benefit Health & Accident Assn.	$3,766,861	$ 26,270	$3 793 131
Sears Roebuck-All State	3,036,436	78 220	3,114,656
State Farm Mutual Auto	2,790,973	251,650	3,042 623
Blue Cross/Blue Shield	948,953	64,950	1,013,903
Equitable Life Assurance	.....	838 100	838,100
Kemper Insurance Group	835,763	.....	835,763
Nat. Assn. of Ins. Agents	551,526	.....	551,526
Travelers Insurance	.....	288,330	288,330
Nat. Life & Accident Ins.	208,678	38,360	247,038
	.....	221,960	221,960

*Source: TvB/LNA-BAR
**Source: TvB-Rorabaugh

Agency appointments...

■ The Elgin National Watch Co., Elgin, Ill., appoints McCann-Marschalk Co., effective immediately, replacing the J. Walter Thompson Co., N. Y. Budget is estimated at $1.5 million and approximately 50% is spent in network television.

■ Catz American Co. (importers of food and non-food items sold through supermarkets) New York, appoints The Wexton Co., N.Y., as its agency. Extensive radio advertising will be used in selected markets.

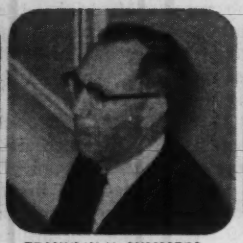
■ 42 Products Ltd. (toiletries), Santa Monica, Calif., appoints Beckman-Koblitz, Los Angeles, as its agency. A $300,000 all-media budget has been announced for the firm's hair preparation line.

■ Vic Tanny Enterprises has divided its advertising budgeted at more than $2 million for the coming year, between two agencies. Stahl & Lewis Adv., Los Angeles, which had handled all of the advertising for the chain of Vic Tanny health clubs since 1955, retains control of all advertising west of the Mississippi. Kastor, Hilton, Chesly, Clifford & Atherton, New York, has been named agency for Vic Tanny's advertising in the eastern half of the country.

■ Gulton Industries Inc., Metuchen, N. J., appoints Compton Adv., N. Y., as agency for its consumer products. Immediate advertising expenditures, principally in network and spot tv, will be directed toward the company's Life-Lite Rechargeable flashlights. Account had been at the W. B. Doner Co., N. Y. It spent approximately $125,000 in spot tv in 1960, a figure expected to be raised this year.

WGAL-TV serves the public interest

DAVID L. LAWRENCE
Governor of Pennsylvania



FRANKLIN V. SUMMERS
Director of Operations for the Pennsylvania Turnpike Commisssion

MRS. RUTH GRIGG HORTING
State Secretary of Public Welfare, Pennsylvania

DR. ERIC A. WALKER
President of Pennsylvania State University

S. K. STEVENS
Member of State Historical and Museum Commission, Harrisburg

Some personalities from the Channel 8 area

DR. CHARLES WILBAR
Secretary of Health, Pennsylvania

JOSEPH A. ABEY
President of Rotary International, Reading

DR. ROLAND A. LOEB
President of Pennsylvania Division of the American Cancer Society

COL. LEROY E. FRAZIER
New Commander of Indiantown Gap Military Reservation

WILLIAM R. DAVLIN
Secretary of Pennsylvania Department of Commerce

who have appeared on WGAL-TV Regional News

MAURICE GODDARD
Secretary of Forest and Waters, Pennsylvania

COL. FRANK McCARTNEY
Pennsylvania State Police Commissioner

KARL MASON
Director of Pennsylvania Bureau of Environmental Health

J. COLLINS McSPARRAN
State Master of Pennsylvania State Grange

DR. CHARLES BOEHM
Pennsylvania Superintendent of Public Instruction

Programs during the past few months

JOHN MORGAN DAVIS (left)
Lt. Governor of Pennsylvania

WILLIAM F. McINTYRE (right)
President of Pennsylvania United Fund

ELIZABETH GARBER
Secretary for the National League of Women Voters, Elizabethtown

WGAL·TV
Channel 8
Lancaster, Pa. · NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

A TREND BECOMES REALITY

CBS-TV joins ABC-TV in longer station breaks with NBC-TV expected to make it unanimous

The 40-second station break between network prime-time programming became virtually unanimous last week—as far as the networks are concerned.

CBS-TV told its affiliates they would get the longer breaks—42 seconds, actually—and NBC-TV was expected to follow suit with little delay, possibly at a meeting with its affiliates' board of delegates on Friday (June 9). ABC-TV started the trend several months ago. The changes, from the present standard 30-second break, will become effective with the new television season in the fall.

If the networks were nearing unanimity on extension of the breaks, agencies and advertisers were maintaining a unity of their own; they gave no sign of retreating from the almost solid opposition they have put up. Even CBS and NBC officials have said they would make the move only if they had to, for competitive reasons, to avoid losing advantage to ABC. CBS-TV's move and the reported imminence of similar action by NBC-TV indicated that those networks no longer harbored the thought that ABC-TV might abandon its plan.

There were continuing signs that at least some agencies would demand rebates for the 10 seconds their clients must lose in order to make room for the expanded breaks. But whether they would succeed in getting money back remained a question (CLOSED CIRCUIT, May 1).

CBS officials have said that their advertiser contracts are cancellable on six months' notice and that the longer breaks could be installed on that much notice. (William H. Hylan, CBS-TV sales administration vice president, notified agencies of the 42-second move last week in a letter date June 7. That would be somewhat short of six months' notice since the plan goes into effect in September and October. In an April 7 letter Mr. Hylan had warned agencies that CBS-TV would have to adopt longer breaks if its competitors did; if construed as 'notice," that letter would fit the six-month requirement in the case of a few programs at the time they first are due o become involved in the longer breaks.) NBC authorities say their contracts do not specify the length of station breaks and hence no formal notice would be required. For all three networks, however, the question of "good consumer relations" may have a bearing on their decisions to grant or deny rebates if requested.

Dollars Involved ▪ The number of dollars that might be involved in rebates, if any are made, was indicated by one agency official's estimate that one of its clients would receive $20,-25,000 for its estimated time lost in sponsorship of an alternate-week half-hour program on CBS-TV.

CBS-TV's plan, disclosed to affiliates in a telegram from president James T. Aubrey Jr., said the 42-second breaks between prime-time programs would become effective this fall "as new programs go into schedule." Thus the longer breaks at 7:30 and 8 p.m. on Sundays will become effective Sept. 10, while they will start in the Sunday 10 p.m. spot on Oct. 15.

The 42-second length will apply to all breaks between CBS-TV prime-time programs, but station breaks within those programs will remain 30 seconds. This means between-program breaks from 8 p.m. New York time (on nights when half-hour programs are scheduled) through 11 p.m., six nights a week, and starting at 6:30 p.m. on Sundays.

Rep appointments...

▪ WMGM New York: Daren F. McGavren Co. Inc.

▪ KJEO-TV Fresno, Calif.: George P. Hollingbery Co., effective June 15.

▪ WMUR-TV Manchester, N. H., appoints Young Television Corp., N. Y., effective June 1.

▪ The Tullis-Hearne radio stations—KDEO San Diego, KFXM San Bernardino-Riverside, KAFY Bakersfield—have appointed Robert E. Eastman & Co. as the national sales representatives.

Keeping it hot

Some like it "cold," but most people like it "hot," so Pan-American Coffee Bureau, New York, will stay with hot coffee promotion in broadcast media this summer. Agency BBDO, New York, currently awaits the clients' final approval of the new summer campaign. It's understood the coffee bureau is researching the extent of consumer interest in iced coffee, but the feeling is that with the widespread use of air-conditioning hot coffee still is strong favorite despite heat waves. Meanwhile, the Tea Council is ready to go with new radio spot drive for iced tea.

Also in advertising...

Sound sell ▪ A new Radio Advertising Bureau presentation, "Sell With Sound," was released last week. It is designed to encourage stations to sell by means of tape commercials. Stations are provided with a complete backlog of representative commercials and are advised to use them for radio holdouts, and for retailers who want to bring in more business.

UAL's ad counsel ▪ United Air Lines appointed N. W. Ayer & Son Inc., Philadelphia, as advertising counsel for the entire UAL system following United's merger with Capital Airlines.

VIDEODEX

MAY 1-7, 1961

		% TV homes	No. TV homes (000)
1.	**Gunsmoke**	31.6	14,100
2.	**Wagon Train**	30.1	13,300
3.	**The Untouchables**	29.4	12,900
4.	**Ed Sullivan**	29.1	12,800
5.	**Have Gun, Will Travel**	28.8	12,700
6.	**Andy Griffith**	28.2	12,400
7.	**Candid Camera**	28.1	12,400
8.	**Danny Thomas**	27.0	11,900
9.	**Rawhide**	26.4	11,600
10.	**G.E. Theatre**	26.2	11,700

Copyright Videodex Inc.

Background: The following programs in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Candid Camera (CBS-175): Bristol-Meyers (Y&R), Lever (JWT), Sun. 10-10:30 p.m.

GE Theatre (CBS-159): General Electric (BBDO), Sun. 9-9:30 p.m.

Andy Griffith Show (CBS-177): General Foods (B&B), Mon. 9:30-10 p.m.

Gunsmoke (CBS-201): Liggett & Meyers (DFS), Remington Rand (Y&R). Sat. 10-10:30 p.m.

Have Gun Will Travel (CBS-164): Lever (JWT), American Home Products (Bates), Sat. 9:30-10 p.m.

Rawhide (CBS-202): Philip Morris (B&B), National Biscuit (M-E), Bristol-Meyers (Y&R), Drackett (Y&R), General Foods (B&B), Colgate-Palmolive (L&N), Fri. 7:30-8:30 p.m.

Ed Sullivan (CBS-181): Colgate-Palmolive (Bates), Eastman Kodak (JWT), Sun. 8-9 p.m.

Danny Thomas Show (CBS-181): General Foods (Benton & Bowles), Mon. 9-9:30 p.m.

Untouchables (ABC-179): L&M (M-E), Armour (FCB), Whitehall (Bates), Beecham (K&E), Union Carbide (Esty), Sunbeam (FCB), Thur. 9:30-10:30 p.m.

Wagon Train (NBC-186): R. J. Reynolds (Esty), Ford (JWT), National Biscuit (M-E), Wed. 7:30-8:30 p.m.

OUR GUYS ARE THERE

When a campaign is breaking...

When orders are being placed...

When decisions are being made...

With 14 Weed offices WEEDmen are on the spot daily with direct, personal salesmanship...the kind that gets the order!

HOUSE HUNTING ON TV

Johns-Manville takes viewers on filmed tour every week

Johns-Manville goes house hunting with viewers every Sunday in St. Louis in a program arrangement that may become the pilot model for similar tv ventures in other J-M markets.

The Sunday show is called *Suburban Living*, a 15 minute program starting at noon on KTVI (TV). It was created by Cunningham & Walsh, J-M's agency which also supervises the program though located miles away in New York.

As explained last week by Tom DeHuff, C&W's director of commercial production, the format presents new home models on motion picture film unlike similar home shows around the country which use still photographs.

The custom-built show depicts both interior and exterior views of the model home. Purpose of the program is to help people select homes for themselves and more importantly for the builder to increase traffic to his development. Each show permits four builders to participate under the Johns-Manville (building supplier) "Seven-Star Home Value Plan." There are no formal commercials; tag lines—a series of slides. Mention of Johns-Manville is brief, coming at the show's opening and closing.

Show Mechanics ▪ The mechanics of putting the show together are relatively simple. The local Johns-Manville agent alerts the station each Thursday on which builders are set to cooperate with the program on the following Sunday. The station itself acts as the producing unit. Station newscaster Bruce Hayward narrates, appearing on camera live for a few minutes to recap. Script is prepared by Jim Lyle, also of KTVI. The area covered is within a 50-mile radius of St. Louis. Especially prepared maps are used on the show to help viewers find their way to the new homes. Each script is cleared at Cunningham & Walsh in New York before air time.

The agency feels there are important advantages in such a set up. Among them: rigid production and quality control, professional writing and photography, a program concept that lends to movement on location and sound (narration), a favorable cost factor and an exclusive property of the client.

For the builder, the J-M program permits 40-50 in a year's time (there are some repeats) to take part in a tv show that costs them nothing except some time and a little effort. In turn, J-M gets goodwill while helping to stimulate home sales and consequently the building industry in St. Louis.

Johns-Manville started the 52 week show on April 16. Before that date, filming was underway for two weeks to insure a continuing backlog. J-M may enter other markets in 1962.

Soap opera sells homes

Who says a "soap opera" can sell only soap or other products made for milady? Mutual reported last week that the network's *My True Story, a* veteran "soaper," has been sold by WPEN Philadelphia to Morrell Park Homes, a 1,000-unit housing development in that city. The business was placed through Haughton Adv., Philadelphia. The program is fed by Mutual to affiliates via closed circuit each day. Stations record it for use at their discretion. Under Mutual's sales plan, stations receive the program without fee but permit MBS to sell one-half of the commercial time. It is now carried by 113 stations.

Lipton buys 10 tv shows

Thomas J. Lipton Inc. (Lipton Tea), Hoboken, N. J., will sponsor 10 network tv public affairs shows during the next three months.

Called *Lipton Summerama,* the campaign schedule is as follows: June 8, "A Real Case of Murder" (CBS-TV); June 13, "*Tv Guide* Awards" (NBC-TV); June 20, "JFK Report" (NBC-TV); June 22, "The Year of the Polaris" (CBS-TV); July 4, "The Great War" (NBC-TV); July 6, "Rescue—With Yul Brynner" (CBS-TV); July 20, "The Trials of Charles de Gaulle" (CBS-TV); Aug. 3, "Britain—Blood, Sweat and Tears, Plus 20 Years" (CBS-TV); Aug. 17, "Censorship and the Movies" (CBS-TV), and Aug. 31, "The Great Holiday Massacre" (CBS-TV).

Lipton tea will fully sponsor three NBC-TV shows and one-half sponsorship of the seven CBS-TV programs. Advertisers also will sponsor on alternate weeks CBS-TV's *Wayne and Schuster* show, the summer replacement for *The Jack Benny Show* (Sun. 9:30-10 p.m. EDT). The agency: Sullivan, Stauffer, Colwell & Bayles Inc., New York.

Schlitz to Burnett

Joseph Schlitz Brewing Co., Milwaukee, last week moved its $16 million Schlitz beer account from J. Walter Thompson Co., Chicago, to Leo Burnett Co., Chicago. Account was at Thompson for 5½ years. Schlitz network and spot tv budget runs about $4.5 million. Another $3 million is spent in local radio, placed through distributors.

This year the Radio Network of Maine Broadcasting System celebrates 100 years of combined radio broadcasting service.

WCSH-Radio is 36 years old, WLBZ-Radio is 35 years old and WRDO-Radio is 29. Each is better than middle-aged in radio annals and their combined years give them venerable standing . . . old in years of service to the state, but young and energetic in outlook and determination to provide to Maine people the best in radio.

The Maine Broadcasting System reaches over 249,000 homes and 95% of the retail sales in the state, over WCSH in Portland, WRDO in Augusta and WLBZ in Bangor.

Maine Broadcasting System

WCSH-Radio Portland • WLBZ-Radio Bangor • WRDO-Radio Augusta • WCSH-TV Portland • WLBZ-TV Bangor

Are timebuyers tied to counting table?

MOST FEEL MORE SAY-SO, FLEXIBILITY WOULD MAKE JOBS 'CREATIVE'

Is today's timebuyer creative—or merely an appendage to an adding machine?

The answer, based on survey results being released today (June 12), would seem to be that his urge is creative but that often his work is not allowed to be. In many cases he is restricted—through no fault of his own—to functions of the adding-machine variety.

He feels that many things work against his desire to be a "creative" buyer. The ones he mentions most frequently are too much detail work, not enough time to work out efficient buys, inflexible budgeting and rating goals, lack of background information which would enable him to buy more efficiently, too little authority to make decisions, and lack of familiarity with the copy approach in the campaigns he is buying for.

This is his own estimate of himself—and the limitations he works under—as it emerges from a survey conducted among buyers and other personnel at agencies throughout the U.S. NBC Spot Sales made the study to determine whether the buyer, responsible for $2 billion in advertising spending this year, is given commensurate authority or is hamstrung; how he fits into the agency pattern; whether he is free to use judgment and imagination in his buying or whether he is, indeed, "an adding-machine appendage."

Response ▪ A total of 207 agency people in 182 agencies or agency offices responded to the survey, the eighth in a continuing series conducted by NBC Spot Sales among members of its Timebuyer Opinion Panel. Here are some of the highlights of the findings, details of which are reproduced in the tables below:

▪ Ninety-nine out of a hundred timebuyers think they can do a better job when they are allowed to take part in planning the overall strategy of the campaigns they help place—or at least know what the strategy is all about.

▪ But approximately one-third of them usually do not take part in this planning, and in some phases of it two-thirds of them usually have no voice.

▪ Nine out of ten say that being familiar with the commercial copy approach has a "substantial influence" on their buying decisions—but three in ten report that as a rule they're *not* familiar with the commercial copy.

▪ They overwhelmingly don't like "buying by the numbers"—though "with rare exceptions" that's the way buying is done.

▪ Two out of three think all-media buying encourages "creativity" in the purchase of broadcast time more than specializing in time buying does. (The survey did not elicit data on how many respondents are in fact employed in agencies where buying is done on an all-media basis as opposed to the specialist system.)

The panelists were given a chance to offer free comments on the general subject of creativity in timebuying. A few took the opportunity to scoff at the idea of "creativity" or to wonder what it is.

Dullest ▪ J. M. McCarthy, media buyer at Benton & Bowles, New York, offered this assessment: "What's creativity? The only people I ever come across who worry about 'creativity in media buying' are those cocktail-wielding, smile-holding junior witches at the World's Dullest Cocktail Parties. They make $65 p/w and can read SRDS. Rah! Rah!"

Carroll E. Osborn, a partner in Osborn-Propst Adv., Syracuse, put it this way: "Who's kidding who? A buyer

What the questionnaires revealed

QUESTION 1 FREQUENCY OF PARTICIPATION

How often does the timebuyer *take part* in the initial strategy planning phases of a campaign regarding:

(a) The overall campaign appropriation?

	Total		Broadcast Billings Over $5 million		Under $5 million	
	#	%	#	%	#	%
Always	52	25	21	19	31	34
Frequently	83	42	44	39	39	42
Sometimes	52	25	36	32	16	17
Never	17	8	11	10	6	7
Total respondents	204	(100)	112	(100)	92	(100)

(b) The selection of generic media (i.e., newspaper or magazine, spot or network).

Always	65	32	28	25	37	41
Frequently	79	39	44	39	35	38
Sometimes	41	20	28	25	13	14
Never	18	9	12	11	6	7
Total respondents	203	(100)	112	(100)	91	(100)

(c) The creative copy approach for radio?

Always	31	15	3	3	28	30
Frequently	34	17	16	14	18	20
Sometimes	74	36	45	41	29	32
Never	64	32	47	42	17	18
Total respondents	203	(100)	111	(100)	92	(100)

(c) The creative copy approach for tv?

Always	34	22	4	5	30	42
Frequently	26	17	12	14	14	19
Sometimes	53	33	36	44	17	23
Never	43	28	31	37	12	16
Total respondents	156	(100)	83	(100)	73	(100)

(d) The overall broadcasting budget for radio?

Always	83	41	41	36	42	46
Frequently	68	33	40	36	28	30
Sometimes	37	18	22	20	15	16
Never	16	8	9	8	7	8
Total respondents	204	(100)	112	(100)	92	(100)

(d) The overall broadcasting budget for tv?

	#	%	#	%	#	%
Always	83	48	42	44	41	55
Frequently	54	32	32	33	22	29
Sometimes	26	15	15	16	11	15
Never	8	5	7	7	1	1
Total respondents	171	(100)	96	(100)	75	(100)

QUESTION 2 IS INFORMATION COMPLETE?

Under ordinary circumstances, how much is the timebuyer told about an account's sales patterns, distribution position, competitive factors and other basic marketing elements?

	#	%	#	%	#	%
All	89	45	49	45	40	43
Much	83	41	45	42	38	41
Little	26	13	13	12	13	14
Nothing	3	1	1	1	2	2
Total respondents	201	(100)	108	(100)	93	(100)

QUESTION 3

Generally speaking, do you believe that participation in, or knowledge of, the overall campaign strategy adds to the

should be alert, a good politician with time salesmen, a thorough researcher, shrewd, tough-minded, courageous in his recommendations. But "creative"? Humbug!"

Carol Bag, media director of Smith & Dorian, New York, didn't know "what a 'creative' buy really is," but said that "if a buyer is given a free rein and knows his job, the only deterrents are lack of information or lack of availability. If he knows his job, then the information should be in his hands and the only limiting factor is availability."

Many other panelists used the questionnaire's space for comments to protest the "numbers game" of buying primarily according to ratings.

Marshall Hawks, vice president and radio-tv director of Emery Adv., Baltimore, looked at it this way: "A timebuyer is often fairly young and new in a profession populated by genuine or self-styled experts, including the clients. He or she wants to succeed and advance in the agency. The safest way to job security is to buy by ratings and be able to smile and repeat the magic words 'I got you the lowest cost per thousand.' The truly dedicated and fearless timebuyer will apply all his intelligence to the job despite ratings and calculations, justify his purchase with logic and stand or fall on the results produced by the campaign."

Numbers Game ▪ Nate Rind, a broadcast buyer at Doyle Dane Bernbach, New York: "Ratings and the almost endless variety of numbers available to a timebuyer or media buyer, if used exclusively in media selection, can often be very misleading. Even if they are correct and 'verify' large audiences, they do not in any way indicate that this audience provides the best potential for the purchase of the products being advertised. Quality, an important but rarely measured factor, must be a prime consideration in media selection."

Edward F. Ritz, media vice president, Klau-Van Pietersom-Dunlap, Milwaukee: ". . . Far too much emphasis is being placed on the quantitative aspects. . . . The primary function of any medium is to move goods. It does not necessarily follow that program popularity sells merchandise. Certainly media buyers should take into consideration the station's profile in a market, the amount of time it devotes to public service programming and at what time this public-service programming appears. The general program format of a station should be a very important consideration, if not one of the most important, in the selection and recommendation of a station."

Syd Cornell, radio-tv director, Rollman Adv., Cincinnati: "We are usually swayed by station success stories, which are often quite contrary to the numbers. We are also influenced by types of air personalities and station policies on multiple-spotting and exclusivity."

Donald E. Leonard, media vice president, Fuller & Smith & Ross, New York: "I believe 'quality' should become our war cry—in our commercials, in the media used, in the programming or editorial, in the people who sell or represent media, and in the buyers responsible for purchasing media. We all see so much mediocrity every day—in everything—that seeking 'quality' is a tremendous challenge."

John T. Nolan Jr., president, Keelor & Stites, Cincinnati: "The timebuyer with specific knowledge of a local situation is often in a better position to ascertain whether a media buy is justified than a small sampling by a rating survey. On the other hand, we generally *do* buy by the numbers since audience composition indications and homes-reached-per-thousand are important factors. Broadcast media, like all others, must be expected to carry its own weight."

Eclecticism ▪ Bob Reichenbach, radio-tv director, Bernard B. Schnitzer Inc., San Francisco: "The small agency, serving local and regional accounts, often is in a position to buy without close regard to the numbers because of more knowledge of the actual audience composition of his local and close-by

timebuyer's efficiency by providing an appreciation of the entire concept?

	Total		Over $5 million		Under $5 million	
	#	%	#	%	#	%
Yes	203	99	111	99	92	100
No	1	1	1	1	....	.....
Total respondents	204	(100)	112	(100)	92	(100)

QUESTION 4 FAMILIARITY WITH COMMERCIAL COPY

How often is the timebuyer familiar with the commercial copy prior to the buying procedure?

RADIO:

	Total		Over $5 million		Under $5 million	
	#	%	#	%	#	%
Always	70	35	28	26	42	45
Frequently	72	35	42	38	30	32
Sometimes	50	25	30	28	20	22
Never	10	5	9	8	1	1
Total respondents	202	(100)	109	(100)	93	(100)

TV:

Always	73	39	30	31	43	49
Frequently	58	32	32	34	26	30
Sometimes	45	25	28	29	17	20
Never	7	4	6	6	1	1
Total respondents	183	(100)	96	(100)	87	(100)

When the timebuyer is familiar with the copy approach, is it likely to substantially influence his buying decisions?

RADIO:

	Total		Over $5 million		Under $5 million	
	#	%	#	%	#	%
Yes	169	90	87	87	82	93
No	19	10	13	13	6	7
Total respondents	188	(100)	100	(100)	88	(100)

TV:

	Total		Over $5 million		Under $5 million	
	#	%	#	%	#	%
Yes	169	92	89	90	80	95
No	14	8	10	10	4	5
Total respondents	183	(100)	99	(100)	84	(100)

QUESTION 5 MARKETS, FUNDS, AUDIENCE REACH

Does the timebuyer generally have a voice in:

(a) The selection of markets?

Yes	127	64	78	70	49	56
No	72	36	33	30	39	44
Total respondents	199	(100)	111	(100)	88	(100)

(b) The allocation of funds for markets?

Yes	159	80	93	85	66	73
No	40	20	16	15	24	27
Total respondents	199	(100)	109	(100)	90	(100)

(c) The setting of "audience reach" levels?

Yes	177	92	99	91	78	93
No	16	8	10	9	6	7
Total respondents	193	(100)	109	(100)	84	(100)

QUESTION 6 MARKET FAMILIARITY

The timebuyer, in the performance of his duties, acquires a good deal of knowledge about markets, and especially their broadcasting facilities. Because of this familiarity, is the timebuyer generally consulted in the selection of test markets?

	Total		Over $5 million		Under $5 million	
	#	%	#	%	#	%
Yes	169	87	98	90	71	84
No	25	13	11	10	14	16
Total respondents	194	(100)	109	(100)	85	(100)

Tables continued on next page

stations. We often prefer to buy a special personality or a special situation, with only secondary regard to the numbers."

The study showed that approximately 70% of the panelists "always" or "frequently" take part in the initial planning of a campaign, and that usually the buyers in smaller agencies (those under $5 million in billing) have a greater voice in this early planning than do buyers in the bigger agencies (see tables, Question 1, page 48. When the overall budget has been set, the basic media selected and budgeted, and the copy approaches worked out, however, buyers in the bigger agencies have a greater voice in such secondary planning activities as market selection and the allocation of funds to specific markets (Tables with Questions 5 and 6).

Buyers are much more apt to have a hand in determining the overall radio and television budgets than in working out the copy lines for the commercials to be used (Question 1-c, 1-d).

Although virtually all respondents felt that a knowledge of overall campaign strategy would help them to buy better (Question 3), they also indicated that often they not only do not take part in the planning but in some cases are told little or nothing about the client's sales and marketing problems (Question 2) and are not familiarized with the commercials before they start placing them (Question 4).

Leftovers ▪ Seven out of ten said they "always" or "frequently" are consulted about the length of commercials to be used (Question 7). Approximately the same percentage said that if they have left-over money in a market they usually have discretion to spend it on additional spots elsewhere (Question 8).

Six out of ten "always" or "frequently" try to get a change in the copy and buying plan if they find nothing but poor availabilities open under the established plan (Question 9).

More than nine out of ten think they are justified in following their own judgment and experience when these are at odds with "the numbers" (Question 11). An equal percentage think that under certain circumstances (not described in the survey) a buyer should consider the figures shown by a rating service he doesn't normally use, if those figures reflect "a striking difference" from the report he does subscribe to.

If presented with a set of availabilities or a program idea that sounds realistic and convincing but does not conform

What the questionnaires revealed

Continued from preceding page

QUESTION 7 TYPE ANNOUNCEMENTS USED

In setting up a broadcast announcement campaign, how often is the timebuyer consulted about the *type* of announcement(s) to be used? (i.e., the choice of ID's, 20's or 1-minute announcements)

	Total		Over $5 million		Under $5 million	
	#	%	#	%	#	%
Always	62	30	25	22	37	40
Frequently	83	41	48	43	35	38
Sometimes	47	23	28	25	19	20
Never	13	6	11	10	2	2
Total respondents	205	(100)	112	(100)	93	(100)

QUESTION 8 DO YOU RE-ALLOCATE FUNDS?

If, through the use of special plans or because of market peculiarities, the desired reach and frequency in a market can be achieved for appreciably less than the budgeted amount, does the timebuyer usually have the discretion to reallocate the funds to buy additional spots elsewhere?

	Total		Over $5 million		Under $5 million	
	#	%	#	%	#	%
Yes	131	69	76	75	55	63
No	59	31	26	25	33	37
Total respondents	190	(100)	102	(100)	88	(100)

QUESTION 9 CHANGING ESTABLISHED PLANS

Let us assume that by following the established buying plan the timebuyer is limited to poor availabilities in certain markets. In this situation, how often does he attempt to bring about a change in copy and buying plan so as to take advantage of better avails?

	Total		Over $5 million		Under $5 million	
	#	%	#	%	#	%
Always	44	23	21	20	23	27
Frequently	77	40	41	39	36	41
Sometimes	57	30	35	33	22	26
Never	14	7	9	8	5	6
Total respondents	192	(100)	106	(100)	86	(100)

QUESTION 10 CREATIVITY IN TIMEBUYING

In your opinion, which is more likely to encourage "creativity" in the purchase of broadcast time . . .

	Total		Over $5 million		Under $5 million	
	#	%	#	%	#	%
Timebuying	64	34	41	39	23	28
All-media buying	123	66	65	61	58	72
Total respondents	187	(100)	106	(100)	81	(100)

QUESTION 11 OPINION VS. FACTS

When the timebuyer's opinion, judgment and experience are at odds with the numbers (including the audience composition numbers), do you believe he is justified in following his own dictates?

	Total		Over $5 million		Under $5 million	
	#	%	#	%	#	%
RADIO:						
Yes	163	93	92	93	71	92
No	13	7	7	7	6	8
Total respondents	176	(100)	99	(100)	77	(100)
TV:						
Yes	158	92	89	90	69	95
No	14	8	10	10	4	5
Total respondents	172	(100)	99	(100)	73	(100)

QUESTION 12 REPORT A VS. REPORT B

Agencies ordinarily expect their timebuyers to be guided by the one or more rating services to which they subscribe. In your opinion, are there circumstances when the timebuyer should consider another report which shows a striking difference from his own service?

	Total		Over $5 million		Under $5 million	
	#	%	#	%	#	%
Yes	184	93	97	91	87	96
No	14	7	10	9	4	4
Total respondents	198	(100)	107	(100)	91	(100)

QUESTION 13 NON-CONFORMING PROPOSALS

If the timebuyer is presented with a set of avails or program idea that is realistic and convincing, but one that doesn't conform to pre-determined buying standards, do you believe that he should usually reject it, buy it or pass the proposal to another party?

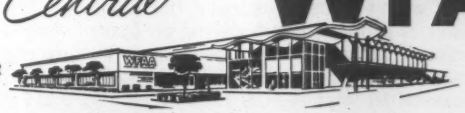
	Total		Over $5 million		Under $5 million	
	#	%	#	%	#	%
Reject it	8	5	6	7	2	3
Buy it	31	19	16	18	15	20
Pass it	123	76	65	75	58	77
Total respondents	162	(100)	87	(100)	75	(100)

"In 55 seconds we take you direct to CUBA!"

And . . . we did . . . WFAA 820 listeners were the first to hear a direct report from Cuba. After many long hours on the phone, "Southwest Central" newsmen finally found someone who could speak English and report on the invasion of Cuba. WFAA then provided the networks and wire services with the beat of the month. It happens every day on WFAA! "Southwest Central's" audience is kept abreast of happenings in "Big D" and around the world 4 or 5 times every hour. And this is in addition to regularly scheduled news on the hour . . . coverage that is making WFAA Radio's new "Southwest Central" the station people are afraid to leave. They tune to and stay with "Southwest Central" for the big stories . . . first, and first-hand. News, special features, behind-the-scenes sports, weather, farm news . . . it comes *anytime* and *often* on WFAA where professional journalism makes the difference.

Isn't this the place for your message?

"Southwest Central" from COMMUNICATIONS CENTER



RADIO SERVICE OF THE DALLAS MORNING NEWS

WFAA 820 radio DALLAS

NBC

Represented by Edward Petry & Co., Inc.

The Original Station Representative

to established buying patterns, two out of ten said they would buy it, fewer than one in ten would reject it and almost eight out of ten would pass the decision along to somebody else (Question 13).

On the question of all-media buying vs. specialization the vote was two to one against specialization (Question 10), but the "comments" produced some firm arguments for each system.

Undiluted ▪ Arthur S. Pardoll, associate media director of Foote, Cone & Belding, New York, contended "it is not possible for a buyer to do the most effective job by diluting his effort among different media and several contacts. Concentration in buying a specific medium develops better skills and a more intimate knowledge of the medium concerned."

Janet Murphy, a timebuyer for L. C. Gumbinner agency, New York, said: "A specialist can devote more time and thought to specific problems of timebuying and be free to make opportunistic recommendations for purchase when offered. He is easier for reps to reach quickly and has a better chance of making the quick, knowledgeable decisions vital to a competitive product category."

On the other side Charles N. Campbell, media director (consumer) of MacManus, John & Adams, Bloomfield Hills, Mich., argued that "the all-media buyer is in a better position to see how broadcast works in terms of marketing, creative platform and product needs. He is better equipped to talk to the client and work with the account group."

Fuller & Smith & Ross' Donald Leonard defended the all-media system on the ground that "a well-rounded media man, who knows the relative quantity and quality of what he can purchase in all media, will purchase a specific medium more astutely. This is especially true when evaluating the special qualities of one medium versus another, in order to make suggestions which have a flair and are creative."

Information, Please ▪ Whatever system of buying is used, panelists were outspoken in stressing the importance of buyers being given as much campaign and marketing strategy information as possible—and of being given authority to use it.

Sam B. Vitt, media vice president of Doherty, Clifford, Steers & Shenfield, New York, said that "a timebuyer who isn't permitted maximum flexibility, within certain clearly defined media and marketing strategies, can be severely handicapped in making 'creative' buys. Individual market conditions vary and where a formula may apply to one market, it just as well may not apply to another. In his own best interests the advertiser who has faith in his buyer and insists that he be unfettered to meet any situation as that situation *is*, and not as it should be, will in almost every instance receive a greater share of 'creative' buys and better value for his dollar."

Mrs. Marion J. Ward, national media buyer, Phillips-Ramsey, San Diego: "I cannot emphasize enough that the more the buyer can know about a client and a particular promotion, the better job he can do in purchasing time."

Frances Lindh, media director, Garfield, Hoffman & Conner, San Francisco: "In radio particularly, where the ratings lag behind the changes in format, a timebuyer must use her own judgment to project the current importance of a station in a market. There is a moment when a station, healthfully moving ahead, with no ratings as yet to justify an increase in rates, is a 'best' buy. Call it creative or intuitive, that is the moment to buy the station—available ratings to the contrary."

Robert C. Hall Jr., media director, Cargill, Wilson & Acree, Richmond: "Agencies have not been training creative people to do this job—they have been making timebuyers out of bookkeepers, then wondering why they're not more creative. The job has every opportunity for a creative person to express himself if he really wishes to."

'GE Theatre' ads to be all-institutional

PROGRAM TO FEATURE ONE COMMERCIAL, TIMELY DRAMAS

The television commercials on the half-hour *General Electric Theatre* next season and the programming itself will seek to improve the corporate image of the General Electric Co.

The commercials will be three minutes long and will be purely institutional in nature. In the past season half of the commercial time was institutional and the other half product selling. In the programming area in 1961-62, *General Electric Theatre* will accentuate more heavily those dramas with contemporaneous themes. This twin effort, GE hopes, will have the effect of enhancing the prestige of the company to millions of viewers.

A three-minute all-institutional commercial to be carried on General Electric Theatre on July 9 spotlights an "electronic heart" device developed by GE engineers. Don Herbert, commercial spokesman for GE, shows the device, called an "electronic pacemaker," which is used to make the heart beat in proper rhythm during an operation. The device was developed by engineers working under Dr. John B. Russell (l), manager of GE's electronics laboratory in Syracuse.

GE's strategy was outlined by David Burke, manager of institutional advertising, last week. Asked if GE's plans are a counter-move to offset recent disclosures before the Senate Antitrust Subcommittee concerning antitrust violations by some of the company's executives, Mr. Burke replied:

"Not exactly. We had planned some of the changes for some time. But I will say that the unfavorable publicity we have received lately had the effect of accelerating our decision."

The commercials on *GE Theatre* (CBS-TV, Sun., 9-9:30 p.m.) will interrupt the program only once for three minutes, according to Mr. Burke. There will be no direct "sell" of products and GE will attempt to make the institutional commercials interesting and informative, he said. GE plans to implement its new commercial approach this summer, starting with the July 9 program.

Tries to Please ▪ Mr. Burke stressed that *GE Theatre* always has attempted to "please as many people as possible" and in this respect has carried westerns, adventure, situation comedy and other types of programs when they were in vogue. He contends the type of show is not significant; what is important, he insists, is the story, the performers and the production values. He believes the program's track record supports his theory and notes that *GE Theatre* has been on CBS-TV continuously since 1954 in the same time period with only one producer (Revue Productions) and one host, Ronald Reagan.

The program in the upcoming season will adhere to GE's basic credo: to try to entertain as many viewers as possible, Mr. Burke explained. But he said the environment is "right" for dramas dealing with the problems of the

"Films of the 50's" K.O. Springtime

DETROIT "Arbitron Breakout" reports overpowering attraction of "High and the Mighty" against allure of beautiful spring day.

Sunday telecasts of Seven Arts feature film, completely dominate Detroit's 4-station audience for WJBK-TV.

"ARBITRON BREAKOUT"

WJBK-TV Detroit showing "High and the Mighty"
May 14—Sunday Afternoon* & Evening

*The first beautiful spring day after a long, hard winter!

5 PM-6:30 PM **FIRST SHOWING** MAY 14

WJBK	STATION A	STATION B	STATION C
30.0	**9.4**	**.9**	**1.9**

71% share of audience

11:30 PM-1 AM **SECOND SHOWING** MAY 14

WJBK	STATION A	STATION B	STATION C
26.7	**.8**	**7.5**	**.4**

75% share of audience

Says Bill Michaels:

"With four highly competitive stations in the market, Detroit area viewers are used to top level programming of all types. To maintain Channel 2's top position in the nation's fifth market,

we have to schedule the best

BILL MICHAELS
Regional Vice President
Storer Broadcasting Co.

— in CBS programs; news, syndicated, sports, and of course, feature films. Now our expectation that the Seven Arts films would meet our qualifications has been emphatically confirmed!"

Warner's Films of the 50's.. Money makers of the 60's

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
BEVERLY HILLS: 232 So. Reeves Drive GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Third Cover SRDS (Spot TV Rates and Data)

times. Projected for next season, he revealed, are a trilogy on the problems of Protestant, Catholic and Jewish clergymen, and five other programs which will dramatize such critical areas of life as education, juvenile delinquency and world politics. Innovations planned, according to Mr. Burke, are a short folk opera by Kurt Weill, "Down in the Valley," and a half-hour show devoted exclusively to Mike Nichols and Elaine May, the comedy team.

The valuation General Electric sets on *GE Theatre* was underscored by this remark from Mr. Burke:

"We asked the Opinion Research Corp. to do a study for us last year to find out which was the single source from which people received their ideas about the General Electric Co. The results showed that 29% of the people mentioned GE products which they had used over the years. The *General Electric Theatre* was mentioned by 27% of the respondents. The remainder of the people cited a variety of factors. But what struck us was this: GE has been in business for 80 years and naturally has made many friends among consumers. But only since 1954 *GE Theatre* has made itself so vital in communicating ideas about the company. I'd say that's remarkable."

Ad Council reviews media use success

High-level government officials met in Washington last week with members of the Advertising Council at a two-day briefing session. Vice President Lyndon Johnson headed the list of government speakers. Lee H. Bristol, board chairman of the council and of Bristol-Myers, presided at the session.

The council is composed of leading industrialists and advertising executives. It cooperates with radio, tv and other media in providing free time and space for public-service announcements. Last year the council placed over $100 million in free advertising for savings bonds, forest fire prevention, polio vaccine, the census and similar campaigns. The Washington program was arranged under White House auspices.

R. Sargent Shriver, director of the new Peace Corps, told the final luncheon June 6 that recruiting efforts of the council had led to appearance of 4,000 applicants when the tests were begun Memorial Day. The number of recruits has now reached 10,000.

Luther H. Hodges, secretary of Commerce, told the council the economy is definitely on the way up and added, "The recession is behind us." He lauded the council's "Confidence in a Growing America" campaign, explaining that the messages stimulate business activity and reduce unemployment through growth.

Vice President Johnson reviewed his hand-shaking, people-meeting tour of Asia. He suggested the U. S. send tv equipment to foreign nations that have limited school facilities to provide education for millions of children.

Twiggs sues C&W, officers, for slander

Reginald W. Twiggs, vice president and general manager of the Los Angeles office of Cunningham & Walsh, has filed a $900,000 damage suit against the agency and two of its officers in Los Angeles Superior Court.

Mr. Twiggs charges that slanderous and malicious remarks were made about him by Robert R. Newell, C&W president, and by Robert W. Dailey, executive vice president for western operations who has headquarters in San Francisco, and that these remarks resulted in the withdrawal of an offer to employ him as vice president and general manager of the Los Angeles office of Grey Advertising Inc., causing damages to him in the amount of $750,000.

The suit asks for judgment against the defendants for $750,000 in general damages and for $50,000 from each of the three defendants individually in punitive damages.

Mr. Twiggs states in his complaint that on some occasions around May 1 of this year Messrs. Newell and Dailey told various individuals that the plaintiff, after doing a fine job from the time he joined C&W in June of 1959, was on the verge of a nervous breakdown and had been given an enforced leave of absence to pull himself together. The defendants, the complaint declares, "in making said false, unprivileged and defamatory statements, intended and were understood to mean by said statements that plaintiff was a mental incompetent and incapable of discharging his duties."

Business briefly...

Sunbeam Corp., Chicago, ordered three nighttime series next season on NBC-TV, as well as in network's telecasts of National Basketball Assn.'s tv games. Programs are: *87th Precinct* (Mon. 9-10 p.m., NYT), *Cain's Hundred* (Tues. 10-11 p.m.) and *Robert Taylor's Detectives* (Fri. 8:30-9:30 p.m.). Agency: Foote, Cone & Belding, N. Y.

Purex Corp., South Gate, Calif., will sponsor (NBC-TV's) rebroadcast of an original drama, "The Accomplice," as a *Purex Special* next Monday (June 19, 10-11 p.m., EDT). Starring Nehemiah Persoff as a Nazi war criminal, "Accomplice" was originally presented Aug. 26, 1960 in the *Moment of Fear* series. Agency: Edward H. Weiss & Co., Chicago.

General Motors Corp., Detroit, will sponsor the July 13 rebroadcast of *The Secret Life of Danny Kaye* on CBS-TV (Thurs., 10-11 p.m., EDT). The program was originally presented Dec. 2, 1956. Agency: Campbell-Ewald Co., Detroit.

Chesebrough-Pond's Inc., Dumas Milner Corp., Mennen Co. and **Procter & Gamble Co.** ordered full sponsorship of *The NBC Mystery Theatre,* starting July 2 on NBC-TV (Sun., 9-10 p.m., EDT). The color series, which NBC-TV first presented last summer in the same time period, features original suspense dramas and will continue through Sept. 10. Agencies: Norman, Craig & Kummel (Chesebrough-Pond's), Gordon Best (Dumas Milner), Grey Adv. (Mennen) and Benton & Bowles (Procter & Gamble).

The Nestle Co.'s central American distributors will sponsor *Robert Taylor in the Detectives* on the Central American Television Network for 52 weeks. The order was placed through ABC International Inc.

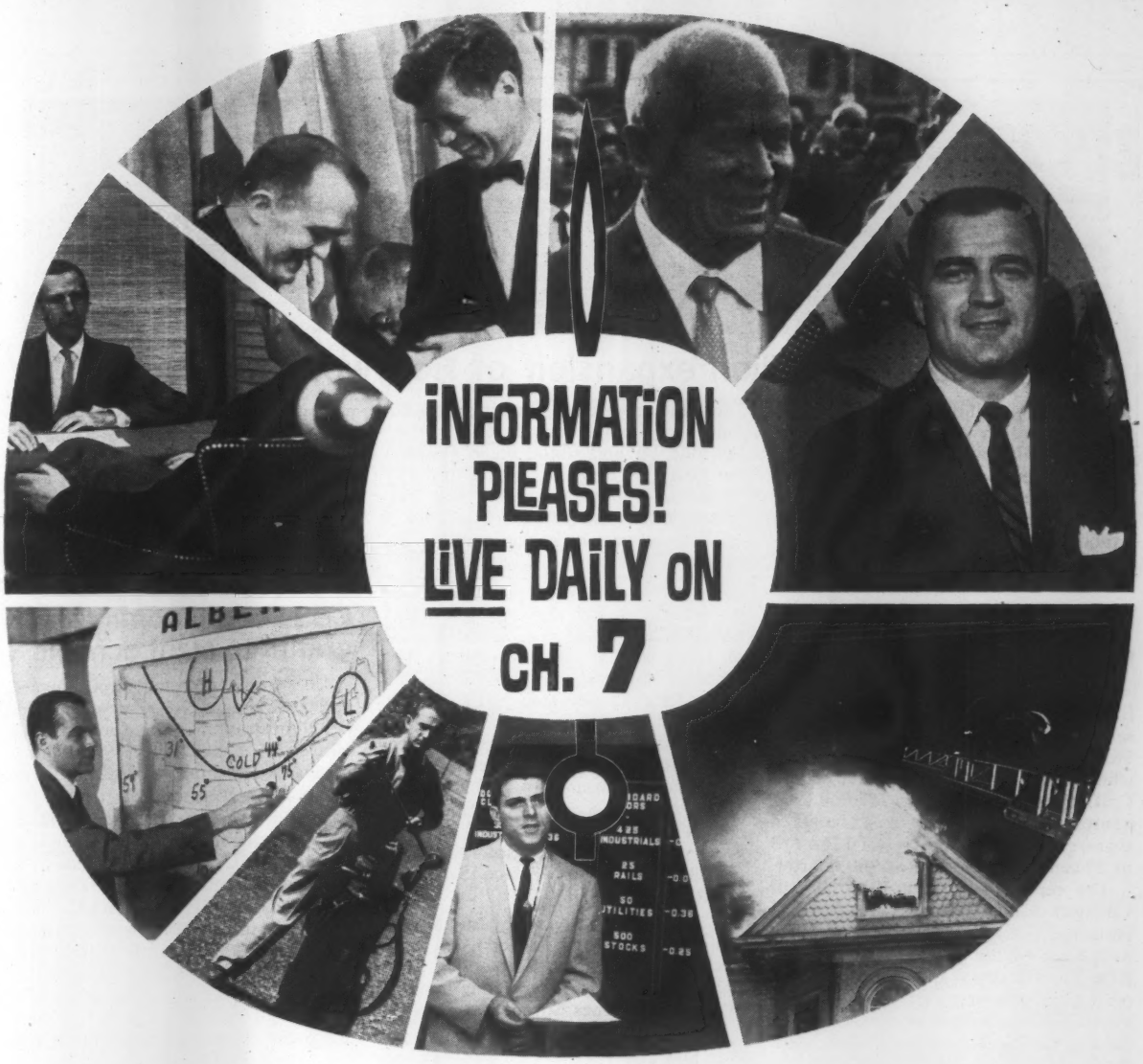
AFL-CIO, Washington, D. C., has renewed ABC Radio's *Edward P. Morgan and the News* (Mon.-Fri., 7-7:15 p.m., EDT) for the seventh consecutive year, effective June 26. Agency: Furman, Feiner & Co., N. Y.

Seven-Up Co., Candy Gram Inc. and **Bankers Life & Casualty Co.** are among the eight new major advertisers in ABC Radio programs. Sponsorships include various weekday and weekend newscasts by Seven-Up (J. Walter Thompson), Candy Gram (Dunnan & Jeffrey), Bankers Life (Phillips & Cherbo), Pepsi-Cola (BBDO), and Lanolin Plus (Dunnan & Jeffrey). Others include P. Lorrillard (Lennen & Newell), weekend *Speaking of Sports* and newscasts; Curtis Circulation Co. (BBDO), *Breakfast Club* and *Flair,* and Tidy House Products (McCann-Marschalk), daily sponsorship for 52 weeks in *Breakfast Club.* Also, Gospel Broadcasting Assn. (R. H. Alber Co.) renewed sponsorship of *Old Fashioned Revival Hour* for another year.

NBC TeleSales moves to RCA Building

Production activities of NBC TeleSales, the network's commercial tape unit, will be centered in the RCA Building in New York, starting today (June 12), Jerry Madden, director, announced last week. The move was made to offer advertisers and agencies all production facilities in one location, though color production will be available at NBC's Brooklyn studios and the Ziegfeld and Colonial Theatres.

Mr. Madden reported that NBC TeleSales has doubled its business in black and white commercial production for the first five months of 1961.



And here's how WHIO-TV gives viewers more of what they want. A solid hour of live and informative programming from 6 to 7 P.M. weekdays. Here's a typical run-down:

national and international news • sports • local and area news • business news and stock market information • weather summary • Dow Finsterwald's Golf Tips • plus features and human interest items in the news.

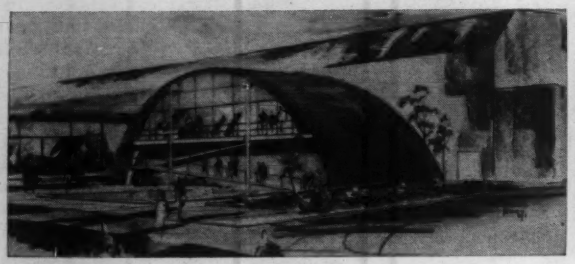
In addition, each Monday evening 7-7:30, "WHIO-TV Reports" presents a lively forum devoted to the discussion of items of particular local interest. "Rising Generation," a talent showcase for the youth of the area, adds life to Saturday evenings, 6-6:30 P.M.

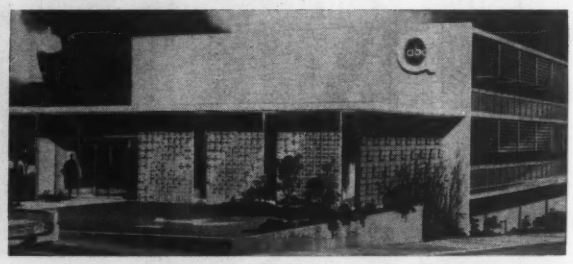
These, and countless other live and informative programs, provide the kind of balanced programming that pleases most of the people, most of the time in Ohio's 3rd, and the nation's 34th market.

See George P. Hollingbery (in living color) for the full story on Dayton's High, Wide, and Wholesome station (WHIO-TV)

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte, North Carolina

WHIO-TV CBS Channel 7 Dayton Ohio





ABC-TV sets $2 million expansion of Hollywood facilities

A $2 million expansion and modernization program for ABC-TV's Hollywood studios and offices was announced last week by James G. Riddell, vice president in charge of the network's western division, and Frank L. Marx, ABC vice president in charge of engineering. Scheduled for completion by fall is the production and sound stage (photo at left). The new administration building (photo at right) will be ready for occupancy early in 1962.

The conversion of the studio will give it a hemispheric audience section with 350 permanent seats. The 10,000-square-foot facility will have fully transistorized equipment and a new control room operation. The administration building will encompass more than 50,000 square feet.

Nafi first quarter net nearly triples last year's

Nafi Corp.'s report to stockholders for the first quarter of 1961 shows net revenues of $17,380,269, compared to $6,210,385 for the same period of 1960, which was before Nafi acquired Chris-Craft Corp. Net earnings for the 1961 quarter were $544,971 or 45 cents a share, compared to earnings of $262,413 or 25 cents a share for the 1960 quarter.

The report points out that "an advantageous sale" of KXYZ-AM-FM Houston, Tex., which was approved two weeks ago by the FCC (BROADCASTING, June 5), will divest the company of its only radio property. The broadcast division will concentrate on television, according to current plans. Nafi owns three vhf stations—KPTV (TV) Portland, Ore., KCOP (TV) Los Angeles and KTVT (TV) Fort Worth, Tex. "Although results for the [Broadcast] Div. in the first quarter were below those in the first three months of 1960, the outlook is currently better and continued improvement seems probable for the balance of the year," the report states.

CBS-TV schedules regional promotion meets

CBS-TV's second annual regional promotion meetings will be held in 10 cities, June 12-22. The network also announced last week that the fourth annual meeting of promotion and information services directors of the five CBS-owned tv stations will be held June 22-23 at the St. Regis Hotel in New York.

General, sales and program managers and other station personnel have been invited to attend regional promotion meetings, to be held in each of the areas of the CBS-TV Affiliates Assn. The schedule of dates, hotels and cities follows: June 12 Sheraton-Plaza, Boston, and Sheraton-Carlton, Washington; June 14 Sheraton-Towers, Chicago, and Peabody Hotel, Memphis; June 16 President Hotel, Kansas City, and Roosevelt Hotel, Jacksonville; June 20 Hotel Cosmopolitan, Denver, and Hotel Manger, San Antonio; June 22 Hotel Olympic, Seattle, and Sheraton-Palace, San Francisco.

CBS-TV executives conducting the clinics are: George Bristol, Alex Kennedy, Gordon Hayes, Bert Lown, Ernie Stern, Ed Scovill, James Kane, Leonard Broom and James Sirmans.

The agenda for the two-day promotion and information directors meetings will cover all phases of advertising, promotion, and publicity, including analyses of new activities in research, sales promotion, on-the-air promotion and sales development.

No Canon 35 study funds

Hope for an early foundation grant for a preliminary study of the American Bar Assn. Canon 35, restricting broadcast and picture coverage of trials, appeared dim last week, according to Howard H. Bell, NAB vice president.

Mr. Bell has been notified by Richmond C. Coburn, chairman of the ABA special Canon 35 committee, that it has been unable to obtain funds needed to determine the feasibility of a scientific study of the effect on participants in a courtroom trial with tv, radio or photography present. The committee is searching for another approach to the problem of determining the effect of media presence on trial participants.

CBS Foundation makes grants to eight schools

CBS Foundation last week awarded grants totaling $27,000 to eight educational institutions. The foundation has awarded $317,000 since 1954 when the plan to honor employes with unrestricted grants to their schools started.

Institutions and CBS representatives for whom the new grants were made are:

Bucknell U. (M. Ross Yeiter, sales manager, semiconductor operations, CBS Electronics); Columbia U. (David M. Blank, director of economic analysis, CBS, and Albert H. Dwyer, assistant general attorney, CBS); Fordham U. (William F. Grady, vice president in charge of manufacturing, Columbia Records); Kenyon College (Ralph Briscoe, director of budgets, CBS Television Stations); Manhattan College (Joseph N. Curl, daytime sales, manager, CBS-TV); Rensseleaer Polytechnic Institute (Robert M. Hammer, assistant director recording and distribution operations, CBS-TV); Trinity College (Drew Brinckerhoff, director of salary administration, CBS), and U. of Chicago (Deborah Ishlon, vice president in charge of creative services, Columbia Records).

Triangle buys site

WFIL-AM-FM-TV Philadelphia last week announced the purchase of a four-acre tract at the southwest corner of City Line Avenue and Monument Road to house its new multi-million dollar headquarters. Also to be located in the new facility will be the Radio & Television Div. of Triangle Publications, parent organization of WFIL-AM-FM-TV. The station's transmitters, located in Roxborough and Whitemarsh Township, will not change.

FILMS...RECORDS...TAPES...SCRIPTS

SHIPMENTS ARRIVE SAME DAY!

Don't miss air-dates! Remember: it's there in hours ...and costs you less...when you ship by Greyhound Package Express! Even packages going hundreds of miles can arrive *the same day they're sent!*

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KRLA rebuked for incident at beach

The Los Angeles county board of supervisors last week reprimanded county recreation officials and KRLA Pasadena-Los Angeles for disorders that occurred when some 25,000 persons showed up for a KRLA-sponsored beach party the preceding Saturday night.

The disturbances began around midnight after a show staged by the station's disc jockeys on a public beach near Santa Monica. One girl suffered an eye injury when a firecracker exploded. One youth was arrested when authorities broke up a fist fight.

Early wire service reports, published in newspapers throughout the county, erroneously stated that a girl had been raped and that 14 had been arrested.

Capt. Edward Fitzgerald of the Los Angeles county sheriff's office said the situation reached "near riot" proportions but that it was brought under control by 35 deputy sheriffs, 17 state highway patrolmen and nine lifeguards.

Herb Heiman, KRLA program director, said the station had coordinated with all official agencies in advance of the party and had written permission from the county department of parks and recreation.

"We had expected a crowd of not more than 10,000 people," Mr. Heiman said. "Between 20,000 and 30,000 came. Even despite the high number there was complete order except for a couple of isolated instances until virtually all our guests had left for home at 11:15 p.m.

"Seeing that some of the crowd apparently intended to remain behind, KRLA management called the sheriff's office and advised it of this fact. Whatever disorder occurred, it took place after almost all of the beach was vacated and unquestionably was staged by a handful of toughies who seized the occasion for a display of rowdiness."

At a meeting June 6 of the county board of supervisors Norman S. Johnson, director of the department of parks and recreation, said his department had been "negligent in exercising good judgment" and described the party as a "regrettable incident." The supervisors ordered study of a proposal to stiffen regulations governing the use of beaches for private gatherings.

KRLA was told by the supervisors it would be held responsible for damages that might be awarded in any litigation stemming from the incident. "You were the host. You invited people to come one, come all," Ernest E. Debbs, chairman of the board of supervisors, told Mr. Heiman.

FCC examiners recently recommended a short-term license renewal for KRLA after hearings in Los Angeles (AT DEADLINE, April 24). Examiners James D. Cunningham and Herbert Sharfman criticized "frantic and undignified promotional activities" among other findings. The case is awaiting oral argument before the FCC.

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Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ WKNB New Britain, Conn.: Sold by Sheldon Smerling and associates to Louis A. Sodokoff for $270,000. Mr. Sodokoff was executive vice president and director of Howard Stores Corp., men's clothing chain. WKNB operates on 840 kc with 1 kw daytime. Edwin Tornberg & Co. acted as consultant in the purchase.

▪ WJOC Jamestown, N. Y.: 87.5% interest of Harold P. Kane and Frederick E. Davis bought by Taylor Radio Corp. for $215,000. Taylor is headed by Keith W. Horton, manager of WELM Elmira, N. Y. Burton O. Waterman, chief engineer of WJOC, retains his 12.5% ownership. WJOC operates with 250 w on 1340 kc. Broker was Paul Chaman Co.

▪ KJAY Topeka, Kan.: Sold by Dale Helmers and Joseph McCoskie to O. A. Friend Jr. and Hart Cardozo for $150,000. Mr. Friend owns WDBO Dubuque, Iowa, and Mr. Cardozo, KATE Albert Lea, Minn. KJAY is on 1440 kc with 5 kw day, 1 kw night. Broker was Blackburn & Co.

▪ WRMT Rocky Mount, N. C.; Sold by George Valentine and associates to Stanley Fox and group for $125,000. Mr. Fox and his group own WHVH Henderson, N. C. WRMT operates on 1490 kc with 250 w. Broker was Howard S. Frazier Inc.

▪ WMLP Milton, Pa.: Sold by John S. Booth to Victor Michael, Joseph Kesnow and Stanley Kierszrowski for $125,000. Mr. Michael is manager and part owner of WTTC Towanda, Pa. Mr. Kesnow is a Towanda architect and Mr. Kiersznowski, a petroleum engineer. Station operates with 1 kw daytime on 1570 kc. Broker was Blackburn & Co.

▪ KNOG Nogales, Ariz.: Sold by Lloyd Burlingham and Robert F. Baltrano to Madelon Harper Cowling for $60,000. KNOG operates on 1340 kc with 250 w. Broker was Wilt Gunzendorfer & Assoc.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 92).

▪ WONE-AM-TV, WFIE (FM) Day-

ton, Ohio: Sold by Ronald B. Woodyard, Lauren M. Berry and associates to Brush-Moore Newspapers Inc., for $1,650,000 and agreement that Mr. Woodyard and D. Tatum will not compete for 10 years, payment being $165,000 and $55,000 respectively and their employment as consultants for five years at $25,000 and $5,000 respectively. Brush-Moore owns WHBC-AM-FM Canton, Ohio, and WPDQ Jacksonville, Fla., and publishes newspapers in Ohio, Maryland and California. WONE-TV (ch. 22) has been dark since 1954.

▪ KOPY Alice, Tex.: Sold by Leon S. Walton to Norman Building Co. for $200,000. Buying group is headed by Robert N. Aylin.

▪ KCIN Denver, Colo.: Sold by Don W. Burden and Dorothy F. Storz to TV Denver Inc. (KBTV [TV] Denver) for $200,000 and agreement that Mr. Burden not compete for 10 years.

Medical Tv Network formed

The formation of Medical Tv Network Inc. was announced last week by Teleglobe Pay-Tv System Inc., New York. The new company plans to use a tv channel assigned to one of the New York tv stations in the early morning time periods (7:30-8 or 8-8:30), in advance of the station's regular sign on time for a regular series of professional lectures and demonstrations to physicians. A spokesman said that as soon as arrangements are completed with one of the New York stations, the new company will apply to the FCC for authorization. Physicians will be charged a monthly subscription fee to cover the costs of a special portable tv set and its servicing and for the programming.

TPT buys three catv systems

The TelePrompTer Corp., New York, announced last week the purchase of three community antenna tv systems, serving approximately 5,200 homes, for a sum in excess of $1 million. The new acquisitions, bringing TPT's catv subscriber list to more than 20,000, are: Pacific Telescription System, Santa Cruz, Calif. (3,100 customers); Community Cable Tv, Coquille, Ore. (1,300 subscribers); Cableview of Springfield, Ore. (750 customers). TPT owns six other catv systems—in Liberal, Kan.; Eugene, Ore.; Rawlins, Wyo.; Farmington and Silver City, both New Mexico, and Elmira, N.Y. In addition it is participating in a jointly-owned venture with Henry J. Kaiser in an underground cable system at the Kaiser resort development of Hawaii Kai near Honolulu.

Media notes...

New radio affiliates ▪ ABC Radio's newest affiliates announced last week included: WHYS Ocala, Fla.; WLNH Laconia, N. H. and WMRT Lansing, Mich. WHYS, owned and operated by radio station WHYS, operates with 5 kw on 1370 kc, and R. L. Bowles is general manager. WLNH, owned and operated by Northern Broadcasting Corp., with Arthur Rothafel as general manager, operates with 500 w ton 1350 kc. WMRT, owned and managed by Herbert T. Graham, operates with 500 w on 1010 kc.

Honored ▪ The Sinclair Refining Co. was honored by WFAA-AM-FM-TV Dallas, for its outstanding contribution to public service and educational television programming, through the series of intercollegiate debates, *Young America Speaks,* carried on WFAA-TV.

Critic ▪ A total of 36 stations took part in the live program during which Texas Governor Price Daniels commented critically on the work of that state's legislature which recently adjourned. Originating at KTBC-TV Austin, Gov. Daniels presented a 15 minute summary and then subjected himself to questioning from AP, UPI and KTBC-TV newsmen for a similar amount of time.

Single rate card ▪ WHAT Philadelphia, Negro programming station, has announced a single advertising rate card, effective immediately. The station says it will guarantee at least 15 minutes between competitive spots and that no triple spotting would be practiced.

On the air ▪ KOA-FM Denver went on the air June 1, duplicating the programming of its companion station KOA. The new affiliate, at 103.5 mc with 57 kw, is on the air from 7:15 a.m. to midnight every day.

Thanks ▪ The Danny Thomas Award of Merit has ben presented to KIOA Des Moines, Iowa, in recognition for its "outstanding" fund raising job for Alsac's St. Jude Hospital project to aid leukemia stricken American children. The station collected over $8,000 for the fund. Disc jockey Chuck Hamilton broadcast for more than 85 consecutive hours during the marathon appeal.

CBS affiliate ▪ KBLL-TV Helena, Mont., owned and operated by Helena Tv Inc., is a new interconnected affiliate of CBS-TV. The station (formerly KXLJ-TV) previously was a satellite of KXLF-TV Butte, Mont. Bruce Hamilton is general manager of the ch. 12 outlet.

3 Western States VHF TV Stations For Sale!

1. Major network TV affiliate plus fulltime radio station. Combined annual gross $170,000-plus. Absentee-owned. Sale includes two buildings and 50 acres of land. Total price $305,000 with $60,000 down and attractive terms.

2. Total price of $150,000 buys all fixed assets of single station market VHF. Possible financing help available on $100,000 down payment.

3. 60% of VHF station in market of over 100,000 available for $150,000 with $75,000 down and balance over five years.

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NEGOTIATIONS • APPRAISALS • FINANCING

Another raking over the coals for tv

SENATE HEARING SEEKS TO FIND TIE-IN WITH JUVENILE DELINQUENCY

The television industry was pictured last week as programming a constantly-increasing number of crime and violence shows in defiance of its own codes and without regard for the possible harmful effects on youthful viewers. The industry's only concern, according to this view, is ratings.

This unflattering picture was drawn by the Senate Juvenile Delinquency Subcommittee Thursday as it opened its hearing on the possible connection between tv crime and violence programs and the rising incidence of juvenile delinquency.

Subcommittee Chairman Thomas Dodd (D.Conn.) said that the television industry, during a similar hearing six years ago, had told his committee it had — and would use — its own machinery to regulate itself with regard to good taste.

But since then, he charged the number of crime-and-violence shows has "dramatically increased." A staff report indicated that their number had tripled in the last seven years, from 16.6% of the total programming time to 50.6%.

He said the argument that the public wants action-adventure shows does not justify such an increase. "We don't need ratings to prove that millions of people want to gamble, that millions of people keep prostitution, the rackets and other social evils flourishing through their active support of these pursuits," he said. "But we have determined that these desires are inimical to the greater good and have . . . taken steps to regulate, control or eliminate them."

Lions and Ratings ▪ "We must determine," he continued, "if this gigantic new medium is not allowing similar human weaknesses to dictate its policies and drag it into the same category as the violent Roman spectacles of 2,000 years ago, which also had 'high ratings.' "

The chief exhibit at the opening session was a filming of the initial episode in the new NBC western series, *Whispering Smith,* starring Audie Murphy. Though the acoustics in the hearing room weren't ideal, the episode's message came through.

The film featured a whip-wielding widow who had raised her son and daughter with one thought in mind—to kill Deputy Whispering Smith. In it, mother whips son, daughter plays badger game on deputy, deputy shoots son and mother, accidentally, shoots daughter.

The subcommittee felt that the moral expressed at the end—that a mother should rear her children to love, not hate—was small comfort to those who feared that what had gone before was unnecessarily brutal.

Industry representatives, however, disagreed. The executive producer of the series, Richard Lewis, of MCA's Revue Studios, said it was in the same "genre" as other westerns on television.

'Acceptable' Fare ▪ And Carl Watson, director of NBC's broadcast standards division, said he thought the episode was "acceptable" under the network's own code. He said it was "pretty standard" tv fare.

Through one of its witnesses, the subcommittee conceded at the outset that there is no definite proof linking television to the zooming juvenile delinquency rate. But, said Dr. Peter Lejins, the parallel increase in crime shows and delinquency cannot be ignored.

Dr. Lejins, a professor of sociology at the U. of Maryland, said also the U. S. is "pretty much alone" in its hands-off attitude toward mass media. He said other countries believe government should be responsible for banning television shows and movies likely to affect children adversely.

But in answer to a question from Sen. John A. Carroll (D.-Col.), Dr. Lejins said official suppression is not available as a weapon to the U. S. government because of this country's traditions of freedom of speech and press.

The basis for the inquiry, according to Dr. Ralph J. Garry, a consultant to the committee, is "the fact that as many children watch *Cheyenne, Laramie* and *Rifleman* as view *Capt. Kangeroo, Donna Reed* and *Father Knows Best.*

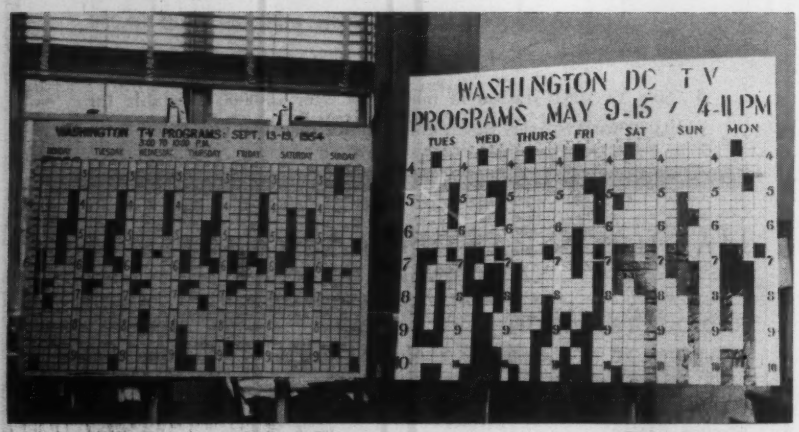
This means, he said, that 1.5 million children under 6 watch *Cheyenne* and 3.5 million to 4 million under 17 watch *Malibu Run, Laramie* and *The Untouchables.* The last-named, he added, is seen by 1.5 million between 6 and 12 and by almost 3 million teenagers.

If only 1% of the children watching are affected adversely, he added, "we are concerned with 30,000 such children watching *The Untouchables.*"

In questioning industry witnesses, the subcommittee sought to determine how, why and by whom television programs are selected and scheduled, and whether any thought is given to the young viewers who will be in the audience for the programs.

Attempting to supply the answers were NBC vice president David Levy, who is in charge of programs and talent, and Peter B. Kenney; and Wes Harris, program director of WRC-TV Washington.

The hearing resumed Friday, with testimony being taken from ABC officials. It is scheduled to continue Tuesday and Thursday.



An array of charts at last week's hearing was used to support the charge that the amount of tv crime and violence has increased in recent years. The dark boxes on these charts represent the action-adventure programs the subcommittee says were shown in Washington, D.C., in 1954 and this year.

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* Nielsen Rochester Survey; April, 1961

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NBC-RKO DEAL PARTIES ASK CLARITY

All five question issues, four indicate they'll participate

Respondents to the FCC's hearing order in the multi-faceted NBC-RKO General Inc. transactions and related applications and pleadings (BROADCASTING, May 1) slapped back at the commission last week for allegedly being ambiguous in failing to define hearing issues clearly.

All parties in the five-sided hearing order except Crowell-Collier Broadcasting Co. announced plans to participate. Crowell-Collier maintained that any issues in the forthcoming hearings should not include a determination of that multiple-station owner's character qualifications.

The proceeding originated as a result of a consent decree whereby NBC was required to dispose of WRCV-AM-TV Philadelphia. Subsequently, the network (1) contracted to exchange WRCV-AM-TV for RKO's WNAC-AM-FM-TV Boston; (2) sold WRC-AM-FM-TV Washington to RKO for $11.5 million; 3; NBC affiliate KRON-TV San Francisco-Oakland for $7.5 million.

Crowell-Collier became involved when it purchased RKO's WGMS-AM-FM Washington for $1.5 million. The other parties to the proceeding are Philco, which has applied for WRCV-TV ch. 3; NBC affiliate KRON-TV San Francisco, which has applied for WRC-TV ch. 4 Washington, and Westinghouse Broadcasting Co., whose WBZ-TV Boston also is affiliated with NBC.

Crowell-Collier Answer ▪ In two separate filings, Crowell-Collier answered FCC charges that broadcasts on KEWB San Francisco and KFWB Los Angeles have incited public alarm or that the latter station has been guilty of programming in vulgar language or bad taste.

The first charge concerned a spot campaign on the stations attacking California narcotics laws and was highly commended by the California Assembly, law enforcement officers, municipal governments and civic groups, C-C stated. In answering the bad taste charge, C-C outlined in detail its policies and controls to prevent such occurences and added that it's difficult to reply without specific charges.

C-C surmised that because of a 1959 inquiry, most of the complaints centered principally on one KFWB program. The reply covered extensively the broadcast background, including network service, of the master of ceremonies of the program and his continuous activities in civic and community enterprises. C-C said that more than any other performer for the licensee, the man in question is sought out for personal appearances before church groups, PTA's and other organizations.

"It is inconceivable, we believe, that he would be requested regularly to make personal appearances before, and take a prominent part in, activities conducted by public service and educational institutions, youth organizations and similar groups if any significant number of persons regarded his radio appearances as being vulgar or in bad taste," C-C said.

The licensee pointed out that a potential fine of $10,000 levied against its KDWB by the FCC for technical violations is the subject of an entirely separate proceeding.

KRON-TV, Philco Object ▪ Both KRON-TV and Philco, which are seeking permits for tv stations on facilities NBC proposes to sell to RKO, objected to the taking of testimony on RKO's programming and other plans. Such information would be immaterial and would result in depriving Philco of a fair comparative hearing in the case of ch. 3 Philadelphia and KRON-TV for ch. 4 Washington, both respondents said individually.

Philco also asked the commission to include an issue relating to NBC's parent RCA's recent payola consent decree signed with the Federal Trade Commission. The matters raised by the FTC are important in determining the network's qualifications, Philco said. Philco also noted that it had amended its application for ch. 3 to include additional information on its financing plans, officers, directors and voting stock as requested by the commission.

RKO and NBC asked principally that the hearing issues be enumerated specifically. "If the commission fails to do this and frames broad issues which do not sharply define the scope of the hearing, not only will the parties be put to unnecessary burden and expense, but the hearing will inevitably be turned into one in which public interest considerations will be buried in the background," NBC said.

The network also maintained that there is no justification for inclusion of antitrust issues related to NBC-RKO, as the commission has proposed.

FCC summer hiatus

The New Frontier has accepted the old and established custom of the FCC of conducting as little business as possible under the law during August.

Following a meeting Tuesday, Aug. 1, the commission will adjourn for the remainder of the month. In addition, no oral arguments or hearings will be held during August, the commission announced last week. At least one commissioner will be on duty during the annual hiatus to handle emergency and routine business.

Pastore introduces Sec. 315 legislation

Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, last week widened the attack on the Communications Act's restrictions on political broadcasting.

He introduced a bill Thursday that would exempt candidates for President, Vice President, U.S. senator, U.S. representative and governor from the equal-time requirements of the Act.

His measure goes beyond that offered early in the session by Sen. Warren G. Magnuson (D-Wash.), chairman of the full Commerce Committee. The Magnuson bill (S 204) would only make permanent last year's suspension of Sec. 315 as it applies to presidential and vice presidential candidates.

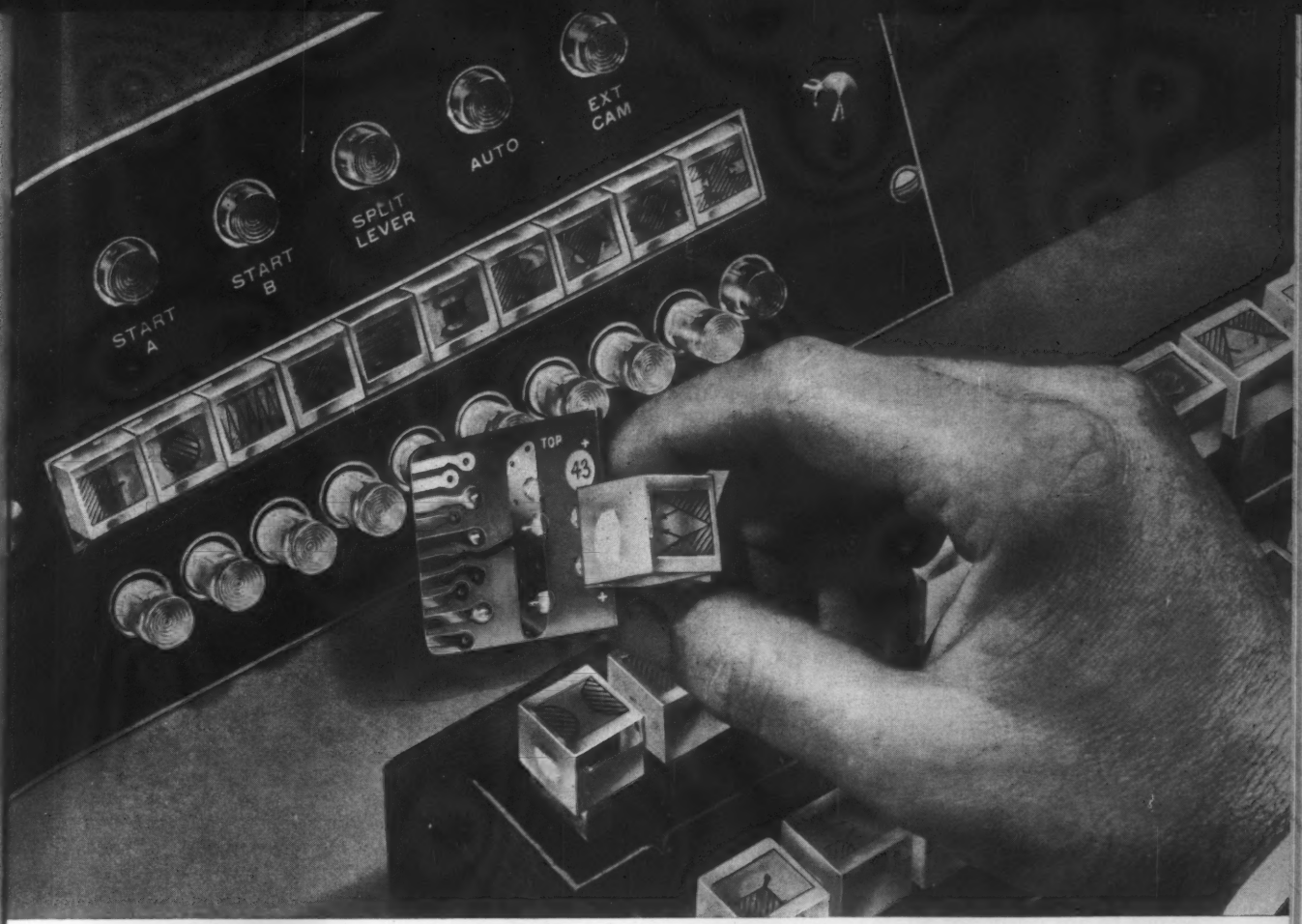
The introduction of the Pastore bill interrupted a Capitol Hill lull in the debate over Sec. 315's future. The Pastore subcommittee held a hearing in February on the Magnuson bill (BROADCASTING, Feb. 6), and in April the subcommittee's three-member Watchdog unit held one on alleged broadcaster bias during the 1960 campaign (BROADCASTING, April 3).

The Pastore subcommittee, which plans to continue its hearing on the Magnuson bill, has been awaiting the final report of the Watchdog unit, which is completing an exhaustive compilation of material bearing on the manner in which broadcasters covered the 1960 election. A spokesman for Sen. Pastore said his bill would be considered along with Sen. Magnuson's when the hearing resumes.

Matter of Timing ▪ Introduction of the Pastore bill follows an offer, by CBS President Dr. Frank Stanton, of free prime-evening time to candidates for key state and local offices across the country (BROADCASTING, May 29).

There is no need for prompt consideration of Sen. Magnuson's bill—its provisions wouldn't be applicable until 1964. But New Jersey will elect a governor in five months, and the candidates for that office were among those mentioned by Dr. Stanton in his conditional offer.

Sen. Pastore has indicated on several occasions he would favor complete repeal of Sec. 315. He has said he believes broadcasters can be trusted to deal fairly with candidates. But he feels that, as a practical matter, the shackles of Sec. 315 can be removed only gradually.



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SRO AS KINGSTREE HEARING ENDS

Former co-owner testifies he sold out because of Walker

FCC Chairman Newton N. Minow's road shows may be in for further bookings judging by the big local box office response to the license renewal hearing of WDKD held in Kingstree, S.C. (BROADCASTING, June 5).

The last day of the hearing was held last Monday in a tiny room in the basement of the post office which can accommodate about 20 people. The adjoining room was crowded and the people there craned their necks to the open door. About 12 people stood in the corridor outside. In the room there was the hum of tv film cameras as WBTW (TV) Florence, S.C., and WCSC-TV Charleston, S.C., filmed portions of the proceeding for local newscasts.

Marion L. Few, half-owner of WDKD until 1956 and now operating a finance and loan company, testified that eight months before he sold his interest in the station he had fired Charlie Walker, the disc jockey whose allegedly off-color remarks precipitated the hearing. He said that Mr. Walker was back at work the next day however.

Mr. Few said his partner, E. G. Robinson Jr., the present licensee, had said many times that Charlie Walker was "an important business asset." Mr. Few claimed he had sold his interest because he was determined Mr. Walker would not be on the station and that Mr. Robinson was equally determined that he would.

Misunderstanding ▪ Mr. Robinson, recalled to the stand later, said he had talked to Mr. Walker at that time and that the announcer said he and Mr. Few had had a misunderstanding. "I said 'Mr. Few owns 50% of this business and you straighten out your differences with him' " Mr. Robinson related.

Carroll Godwin, chief announcer of WCSC-TV Charleston and formerly with WDKD, said he had received mail from listeners complaining of Mr. Walker's off-color remarks. Mr. Walker was returning from Army service and the letters requested he not resume as announcer of the hymn-time program.

"Did they suggest Charlie Walker used language suggestive or susceptible to double meaning?" asked FCC attorney P. W. Valicenti.

"I believe the word they used was 'filthy' " Mr. Godwin replied.

E. A. Kraemer, manager of Sears, Roebuck in Florence, S.C., said he had cancelled his spots on WDKD because of Mr. Walker's remarks and because of ad libs at the end of Sears' announcements.

The Walker show was considered by area broadcasters to be "degrading to the radio industry," according to Edward L. B. Osborne, president and general manager of WBCU Union and WAGS Bishopville and 1960 president of the South Carolina Broadcasters Assn.

"Walkerisms" ▪ Examples of "Walkerisms" (a phrase coined by WDKD's attorney, Mrs. Lenore Ehrig) were introduced into the record as excerpts of the tapes made by WJOT Lake City, S.C.

▪ "I seen something last night that I wanted. I wasn't too bashful to go get it, I was just too smart. She had her husband with her . . ."

▪ "I used to go out with a gal cause she had plenty of loving but now I go out with her 'cause she's got plenty of patience."

▪ "It is you give me barbecued ice water and a green-eyed gal and I can go hard."

▪ Noise distortion is the "scientific word for happy horse crud."

▪ "I can remember when I was a single boy. It is that my britches used to be wrinkled all the time too, but the reason my britches was wrinkled when I was single is because gals was always sitting on my lap . . . Man, times do change. Now what I got in 'em's wrinkled."

▪ "She don't mind marrying a stick of dynamite if he's got a long fuse."

At the conclusion of the hearing on Monday, FCC Examiner Thomas H. Donahue commended the attorneys on both sides for their conduct of the hearing. "It was not an easy case to try," he added.

Harris hears bill on agency ethics

Chairman Oren Harris (D-Ark.) of the House Commerce Committee opened a four-day hearing on his ethics bill (HR 14) for regulatory agencies last week with the observation that it "is one of the most important—if not the most important—pieces of legislation to be considered by this committee."

During the first three days of the hearing, spokesmen for the Civil Aeronautics Board, the Federal Power Commission, the Interstate Commerce Commission, the Securities and Exchange Commission and the Federal Trade Commission indicated they agreed. They endorsed the bills objectives though all had some reservations and suggested changes. The FCC was scheduled Friday (see AT DEADLINE).

The bill, an outgrowth of the old House Oversight Subcommittee's investigation of the FCC and other regulatory agencies, would ban backdoor influences and *ex parte* communications and create a code of ethics for the agencies and those who appear before them.

Inquiries about the status of pending cases would be permitted but the commissions could disqualify parties who try to make off-the-record contacts with members or employes. Certain violations would be punishable by up to one year's imprisonment and a $10,000 fine or both.

Rep. Harris during the hearings last week asked agency chairmen and general counsel to meet with him after the hearings to make the bill palatable to all agencies.

The seriousness with which Rep. Harris views the situation his bill is designed to treat was underlined in his opening remarks. "There's a job to be done here," he said, "but we can't go overboard to the point where orderly administration of agencies is affected."

He said the problem of reconciling the commissions' need for "judicial aloofness" with their need for gathering information is "vexatious." But unless steps are taken to solve it, he added, the agencies are bound—in the future as in the past—to be rocked by periodic scandals.

The bill is identical to one approved by the Commerce Committee in the last Congress. That measure never reached a floor vote.

'Consultative' hearing set by antitrust group

FCC Chairman Newton N. Minow and Lee Loevinger, chief of the Justice Dept.'s antitrust division, will appear before the House Antitrust Subcommittee in a "consultative" hearing on Wednesday and Thursday June 14-15.

The congressional group, headed by Rep. Emanuel Celler (D-N.Y.), wants to learn what the commission and Justice have done to carry out recommendations contained in the subcommittee's 1957 report on the television industry.

The report dealt with the uhf problem and competitive tv, option time, long-term talent contracts, antitrust implications of multiple ownership, affiliate agreements, network must-buy and programming practices, music contracts and BMI, program tie-ins, AT&T line charges, network ownership of programs, the Westinghouse-NBC station swap and commission ethics.

The subcommittee will also discuss another of its reports with Messrs. Minow and Loevinger—one on the Justice Dept.'s consent-decree program. Issued in 1959, it is concerned mainly with the American Telephone & Telegraph Co.

YOU MAY NEVER EAT A 1,474 LB. CHEESE*—

BUT... WKZO Radio "Feeds" The Largest Audience In Kalamazoo-Battle Creek And Greater Western Michigan!

7-COUNTY PULSE REPORT

KALAMAZOO-BATTLE CREEK AREA — JULY, 1960
SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	29	19	9
12 NOON - 6 P.M.	28	17	8
6 P.M. - 12 MIDNIGHT	32	17	8

**Largest cheese ever made was 13 ft. in circumference, weighing 1,474 lbs., in 1849.*

Survey after survey has proved that WKZO Radio consistently keeps your sales message before the largest listening audience in Kalamazoo-Battle Creek and Greater Western Michigan.

For example, Pulse (see left) gives WKZO Radio an average of *73% more listeners* than Station 'B' during 360 quarter hours surveyed, 6 a.m.-Midnight, Monday through Friday.

WKZO Radio gives you effective coverage of one of America's fastest growing markets in the areas of personal income and retail sales. Get all the facts on WKZO Radio — the leadership station in Greater Western Michigan — from Avery-Knodel.

AM-TV-FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

Moulder unit okays $25 million for etv

HARRIS SUPPORT ENHANCES BILL'S CHANCES ON FLOOR

A federal subsidy for educational television was a step closer to reality last week. The House Communications Subcommittee, headed by Rep. Morgan Moulder (D-Mo.), approved a bill to appropriate $25,250,000 in matching funds to the states for preparation of etv plans and acquisition and installation of transmission equipment.

The bill (HR 132), an amended version of one introduced by Rep. Kenneth Roberts (D-Ala.), is expected to get prompt and favorable consideration by the full Commerce Committee. It also stands a good chance of getting through the House. Chairman Oren Harris (D-Ark.) of the Commerce Committee is reported ready to give it full support.

The bill would amend the Communications Act but puts the etv program under the administration of the U.S. Commissioner of Education. He would decide whether to approve applications for funds and how much would be granted to a maximum of $1 million for a state. His decisions would be based on availability of etv channels, the location of existing etv stations and on population density.

Amended by the subcommittee to include the views of the Dept. of Health, Education & Welfare, the Roberts bill differs in important respects from the etv bill (S 205) already passed by the Senate (BROADCASTING, March 27).

The Senate bill, authored by Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee and identical to bills passed by the Senate in the two previous Congresses, would authorize a total appropriation of $51 million, up to $1 million for each state, and requires no state matching funds. It provides no funds for planning.

Bill's Provisions ▪ The Robert's bill would make up to $1 million in construction funds available to a state, but requires the recipient state to match the federal grant dollar for dollar. Secretary Ribicoff has expressed the view that only a minority of the states would require the maximum in federal aid on a matching-funds basis. The bill would also provide each state up to $10,000 for surveys and planning, again on a maching basis.

HEW Secretary Abraham A. Ribicoff strongly endorsed the matching-funds and etv-planning provisions, which were in the original Roberts bill, in his appearance before the Communications Subcommittee last month (BROADCASTING, May 22). Under the Roberts bill, funds would be provided for the acquisition and installation of such equipment, as towers, microwave equipment, boosters, translators, repeaters, mobile equipment, and video recording devices, but not structures to house stations. The deadline for applying for the grants would be July 1, 1965.

Other key provisions, which reflect the thoughts expressed by Secretary Ribicoff in his testimony, would permit states to cooperate in planning interstate or regional etv facilities and allow for grants on a project-by-project basis, rather than state-by-state.

The Commissioner of Education, who would administer the federal aid program under the bill, would be required to base his decision on granting funds and "the amount of such grants" on criterial and priorities designed to achieve:

- Prompt and effective use of all remaining etv channels. (Of the 268 channels set aside for etv, 54 are in use.)
- Equitable geographic distribution of etv facilities.
- Establishing etv facilities "which will serve the greatest number of persons . . . and which are adaptable to the broadest educational uses."

The bill would also permit the federal government to recover a portion of the funds it grants a state if, within 10 years after completion of a federally subsidized project, the agency or institution receiving the funds ceases to function or the facilities no longer are used for educational television.

THE MINOW MIND

He gives views on networks, free time, diversification

Newton N. Minow, the outspoken chairman of the FCC, spoke out again last week. Before a luncheon meeting of the Woman's National Democratic Club in Washington, he said:

- That radio-tv networks and stations should be required to provide free time for political candidates on the national, state and local levels.
- That the FCC should have the authority to regulate certain network practices, such as balanced programming.
- That newspaper ownership of radio-tv stations in certain markets is a "matter of grave concern" and destroys the whole concept of freedom in the dissemination of information.
- That the FCC has never censored programming and never will but licensees will be held strictly accountable for their promises.
- That the most serious long-range problem facing the commission is space communications.
- That children's tv shows are "such a waste."

"I can't see why broadcasters should profit from carrying political discussions," Chairman Minow told the Democratic women during the featured panel discussion. "I personally think there should be mandatory free time. They [stations] should have just compensation for out-of-pocket expense incurred in such programs."

Mr. Minow said that he has no fixed ideas on how much free time should be required and admitted he probably does not have the support of a majority of the commissioners.

FCC, FTC money bill ratified by House

The House passed the independent offices appropriations bill last week which included $12.4 million for fiscal 1962 operations of the FCC and $10 million for the Federal Trade Commission. The FCC appropriation represents an increase of $611,000 over the amount appropriated for the current fiscal year ending June 30, but is $125,000 less than the figure asked by the President.

An accompanying report from the Appropriations Committee noted that the increase will permit the addition of 50 employes with at least 20 for the Broadcast Bureau. The report also urged the FCC to hire three additional hearing examiners.

The Trade Commission received a whopping increase of $1.99 million over its fiscal 1961 appropriation from the House. Of 230 new employes authorized. 10 are to be hearing examiners and over 60 are to be added to the agency's compliance division.

The measure now goes to the Senate for further action. Hearings are scheduled to begin on the House-passed USIA fiscal 1962 appropriation of $134.7 million before a Senate subcommittee June 20 (BROADCASTING, June 5).

Payola deadline extended

At the request of the Motion Picture Assn. of America, the FCC last week granted interested parties an additional 10 days to comment on rulemaking to outlaw payola on radio and tv. Comments originally were due today (Monday); the new deadline is June 22, and for replies, July 3.

The rulemaking would implement Sec. 317 of the Communications Act, as revised by Congress last summer, and a new Sec. 508. The proposed rules (Docket 14094) extend commission authority to cover feature-length motion pictures produced after Sept. 13, 1960. They require announcements in cases where any payment of money or other valuable considerations were made in return for product mentions.

NAB last week asked for an exten-

sion of the present June 19 deadline for comments on a related rulemaking (Docket 14119) which requires that identifying announcements be aired if any broadcaster has an interest in a product which is promoted on his own radio-tv facilities or network. NAB, in asking that comments be accepted until July 10, said some of the plugola exsamples cited by the commission contain inconsistencies and are subject to multiple interpretations.

Sale of WJPB-TV stock may be approved again

The sale of 50% of WJPB-TV Weston, W. Va., by J. B. Beacom to Thomas P. Johnson (47.5%) and George W. Eby (2.5%) looks as if it is going to be approved. The FCC last week issued instructions to its staff to prepare papers affirming the transaction, originally approved in February 1960. This was protested by WBOY-TV Clarksburg, W. Va., and the earlier approval was set aside. In the hearing the commission looked also into allegations of unauthorized transfer of control. This was based on the transfer early in 1960 of 36.74% to Mr. Johnson and 3.01% to Mr. Eby. An initial decision favored re-approval of the 50% transfer (BROADCASTING, March 6). Last week's action is subject to a final FCC vote.

MST OPPOSES DEINTERMIXTURE PLEA

Association's filing reflects alerted policy

The Assn. of Maximum Service Telecasters and several individual tv stations filed comments with the FCC last week opposing a petition by the Committee for Competitive Tv urging that the commission move rapidly on deintermixture.

Specifically, CCT asked that the following nine markets be made all uhf through the deletion of existing vhf allocations (BROADCASTING, May 8): Montgomery, Ala.; Hartford, Conn.; Champaign-Urbana, Ill.; Evansville, Ind.; Binghamton, N. Y.; Erie, Pa.; Lancaster - Harrisburg - York - Lebanon, Pa.; Columbia, S. C., and Madison, Wis.

MST maintained the CCT petition should be dismissed without consideration for "substantial and material failure" to comply with commission rules. If not dismissed, it should be denied because the petition does not contain a single fact to support its contentions.

The MST comment represents a departure from the past policy of the association, which heretofore has limited itself primarily in FCC proceedings to proposals which would result in a breakdown of mileage separations. In replying to CCT, MST came out strongly against deintermixture as "wholly inconsistent with . . . a sound approach to tv allocations in the public interest. . . . MST requests that the commission otherwise not give any further consideration to deintermixture as a policy . . ."

According to MST, deintermixture would deprive the public of existing wide-area service; waste valuable vhf frequencies; weaken vhf; and "would advance private interests at the expense of the public interest."

Also opposing the CCT proposal were ch. 6 WNOK-TV Columbia, S. C.; Ch. 3 WISC-TV Madison, Wis., ch. 8 WGAL-TV Lancaster, Pa., ch. 3 WCIA (TV) Champaign, Ill.; ch. 3 WTIC-TV Hartford, Conn.; ch. 10 WIS-TV Columbia, S. C.; ch. 12 WSFA-TV Montgomery Ala., and the Triangle stations. Ch. 40 WINR-TV Binghamton, which has asked the FCC to assign ch. 4 there, said the commission should act with haste to make Binghamton either all vhf or all uhf.

In a separate rulemaking, MST and ch. 3 WRGP-TV Chattanooga, Tenn., opposed a petition by Voice of Dixie Inc. asking that ch. 3 be allocated to Birmingham. Both pointed out that such an assignment would result in short separations from WRGP-TV and co-channel WRBL-TV Columbus, Ga.

*KLZ radio a FORMULA STATION?
*Try the KLZ formula . . . for stirring sales results.
PAT GAY
SURE . . . The KLZ recipe for listening could be called a "formula!" Regular ingredients include best music, top CBS presentations, timely local and national news coverage . . . and that special KLZ additive . . . Salesmanship! Next time you're cooking up a campaign to reach the ladies, try the "Pat Gay Show." Pat, heard on KLZ from 12:10 to 12:50 pm weekdays, whips up interest in any product she advertises. Just 22 on-the-air announcements brought nearly 10,000 written requests for her 1960 Holiday Recipe Book. Pat Gay's blend of audience appeal and salesmanship means rising sales for you . . . and it serves the Rocky Mountain market!
KLZ radio
560 · CBS IN DENVER
Represented by Katz Agency

EVERYBODY'S IN FCC ACT

Sen. Pastore introduces bill; Rep. Harris sets hearings; House showdown on Kennedy plan seen

FCC reorganization developments popped all over Capitol Hill last week.

Chairman Oren Harris (D-Ark.) of the House Commerce Committee announced he will hold a subcommittee hearing this week on his bill (HR 7333) to permit the commission to delegate all of its functions and to eliminate the mandatory right of review in FCC cases. On the Senate side, Sen. John O. Pastore (D-R. I.) introduced a similar reorganization measure he said was drafted "with the full cooperation" of the FCC.

And on the House floor Thursday, Rep. H. R. Gross (R-Iowa) created a flurry of excitement when he unexpectedly sought to call up the President's FCC reorganization plan for a vote. Since the matter had not been scheduled, the House shouted his motion down, with even the House Republican leadership voting against him.

The independently-acting Iowan, however, succeeded in eliciting a promise from Rep. Harris and Rep. William L. Dawson (D-Ill.), chairman of the House Government Operations Committee, that they'll seek a House vote on the plan this week. With the House leadership opposed to the plan and Rep. Dawson's committee having recommended its rejection, its defeat is considered almost certain.

The hearing on Rep. Harris' bill will be held Tuesday, Wednesday and Thursday, by his Regulatory Agencies Subcommittee. The FCC and Leonard Marks, former head of the Federal Communications Bar Assn., were the only witnesses listed at week's end.

New One ▪ The latest entry in the FCC-reorganization derby, the Pastore bill (S 2034), has three main sections which resemble key features in both the Harris bill and the President's plan.

▪ It would permit the commission to delegate all functions, including those involving adjudicatory matters.

▪ It would eliminate litigants' right to mandatory review by the full commission.

▪ It would abolish the commission's opinions and review staff.

But in two respects the Pastore bill goes farther than the Harris measure in meeting objections of those who opposed the President's plan.

1. It says nothing about transferring to the chairman the power to assign commission personnel to tasks. The Harris bill would authorize the chairman to assign work to anyone except the commissioners. The President's plan, which has been denounced on the ground that it would grant the chairman unwarranted power, excludes no one from this authority to assign work.

2. Although eliminating the right to mandatory review, the Pastore bill would permit litigants in adjudicatory cases to file exceptions which either the commission or the staff member to whom the matter had been referred would be required to pass on.

Neither the President's plan nor the FCBA, as well as several members of the FCC, opposed the President's plan because it lacked such a feature.

Free Advisors ▪ Both the Harris and and Pastore bills, however, go further than the President's plan in one respect. They would eliminate a section of the Communication Act which prohibits the commission from consulting, in adjudicatory matters, with the offices of the general counsel, chief engineer or chief accountant. Only those staff members who actually engaged in the preparation of a case would still be prevented from discussing such cases with the commission.

Commissioners have complained about the present prohibition ever since it was written into the Communicaions Act in 1952. They feel it denies them the staff assistance they need.

Sen. Pastore said his bill was worked out with "the full cooperation of the commission and has the agreement of all seven commissioners." During a hearing on the President's plan before his Communications Subcommittee last month, Sen. Pastore had requested the commission to present a reorganization measure all its members could support (BROADCASTING, May 29).

Sarnoff urges relief from Sec. 315 'yoke'

NBC Board Chairman Robert Sarnoff appealed to a Senate Subcommittee last Friday (June 9) to remove the "equal time yoke . . . across the political board" and at the same time hit "discriminatory" proposals which would require broadcasters to give political candidates free time.

In a statement prepared for delivery before the Subcommittee on Privileges & Elections of the Senate Rules & Administration Committee, Mr. Sarnoff urged Congress to take immediate action on outright repeal of Sec. 315 of the Communications Act. The subcommittee began a second round of hearings Friday on several bills relating to all phases of politicking.

The NBC chairman said that Sec. 315 represents the barrier which prevents radio and tv from making the most effective contribution possible toward political campaigns. Equal time requirements should be repealed immediately, he said, so that the American people who will be going to the polls several times before the next presidential election can have candidates and issues presented to them as effectively as possible "untrammeled by needless restraints."

Broadcasters demonstrated during the 1960 suspension of Sec. 315 for the presidential campaign that benefits to be derived from outright repeal are not just conjecture, Mr. Sarnoff said. "The equal time restriction should be lifted across the political board so that the debate technique may be applied, along with other expanded broadcast coverage, to any election for public office," he stated. Mr. Sarnoff renewed his pledge, made last fall, that NBC-owned stations will seek out candidates in local and state elections for debates.

Discrimination ▪ The purchase of time is only one of many costly campaign expenses, Mr. Sarnoff said, in attacking proposals to require free time for candidates. To discriminate against broadcasting on the grounds stations use the public airwaves and are licensed by the FCC cannot be justified, he maintained. "What would be expropriated is the use of costly facilities, manpower and other resources representing the investment and expense that have created a service where none existed before."

KTTV comments to FCC on L. A. etv problem

KTTV (TV) Los Angeles last week suggested that the seven commercial vhf stations in that city join forces to raise funds to purchase one of the seven outlets at a fair market price—for conversion into an educational tv station.

Until this could be accomplished, the *Los Angeles Times-Mirror's* KTTV said, the seven area stations should alternate in devoting a day's broadcasting time to etv. KTTV's views were presented to the FCC in the latter's inquiry into methods by which a vhf channel in Los Angeles and New York could be made available to etv. Deadline for commenting on the proposal has been extended to July 6 (BROADCASTING, June 5).

The station urged the commission to take steps to encourage negotiations between one of the Los Angeles stations and an educational group capable and ready to buy at a fair market price. This could be done, KTTV said, through FCC assurances that sale negotiations would not prejudice the existing licensee's right to retain his license and a promise not to delay any proposed transfers by reason of the pendency of the present inquiry.

The Third Degree of a Buyer of Time*

Special Report to Broadcasters: Under questioning, subject admitted holding such varied titles as Time Buyer, Media Director, Account Executive or Space Buyer in advertising agencies, Sales Manager, Sales Promotion Director or Advertising Manager in advertiser companies.

Most Significant: Confesses to handling in 1960 an average of $287;341 in Spot Radio, $922,426 in Spot TV as an agency man. Also has a 1960 record of handling an average of $119,154 in Spot Radio, $348,399 in Spot TV as an advertiser. Says he will probably spend as much or more in '61.

Recommendation: A campaign to tap this Buying Power concentrating on those who buy or influence the purchase of advertising in Media/scope.

*Editor's Note: *"A Buyer of Time" is a collective designation here for Media/scope readers who buy time, regardless of title or position in agency or advertiser company. Among Media/scope agency readers alone, 73% buy Spot Radio Time and 65% buy Spot TV Time. "**The Buying Power of the Media/scope Audience**,"—a study conducted by Market Facts, Inc.—clearly delineates these and other facts such as what media Media/scope readers buy; how much, in dollars, they buy; how involved they are in the various phases of the media-buying decision; what is the approximate size of their agency billings and advertiser appropriations; and how much media they will buy in 1961.*

For full information about this important study, write or call your nearest Media/scope office today.

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If it's in works, boss doesn't know it

KENNEDY DISMISSES NEWSPAPER OWNERSHIP QUERY

Attorney General Robert F. Kennedy told a group of newspaper editors and publishers last week he is not aware of any case under study at the Dept. of Justice looking toward the possible divestiture of radio or tv stations by newspaper owners.

The disclaimer came after questions were asked of Mr. Kennedy by delegates attending the second annual UPI Editors and Publishers Conference in Washington last week.

Mr. Kennedy said there is no policy against such joint ownership, but said facetiously that if anyone knows of any case where the antitrust law is being violated he should inform the Dept. of Justice.

The editors and publishers were told about such a "threat" earlier in the conference by Herbert G. Klein, editor of the *San Diego* (Calif.) *Union*. "The Justice Dept. has not started action to break up group ownership of newspapers and television," the news secretary to former Vice President Nixon said, "but it has not denied interest in the subject." This is the second time Mr. Klein has warned of such an impending action.

Censorship Threat ▪ Of major concern to the UPI delegates was the threat of censorship initiated by President Kennedy in his talk to newspaper publishers and editors last April.

This menace was stressed by both Mr. Klein and Sen. Barry Goldwater (R-Ariz.), who also spoke to the conference.

President Kennedy, however, told the conferees last week: "There is no proposal that the federal government or the national government take any action in that area."

Court reverses FCC in cut-off date case

You can't close the barn door if the horse belongs inside. This is what, in substance, the U.S. Court of Appeals in Washington ruled in a radio case last week involving the right of an applicant to be joined in a hearing for a new am station—even though his application was filed months after the cutoff date for new applications or amendments.

A unanimous three-judge court said that Ridge Radio Corp., applicant for 1350 kc at Windber, Pa., could not be denied its right to a hearing even though it filed its application almost three months after a Sept. 4, 1959 cutoff date.

The court emphasized that there was no way for Ridge to know that it had to meet the Sept. 4, 1959 deadline from the FCC notice of July 30, 1959. This listed 50 applications which the commission considered ready for processing by Sept. 5 of the same year. WKRZ Oil City, Pa., was one of these.

Early in January 1960, the FCC notified 39 applicants (of the 50 in the block announced July 30, 1959) that a hearing would have to be held. Among these was WKRZ, seeking an increase of power on its 1340 kc. Included in the hearing order was WCVF Connellsville, Pa., also seeking an increase in power on 1340 kc. WCVF had filed its application on August 25, 1959, well within the Sept. 4, 1959 cutoff date. Because WCVF was named a party in the hearing, the FCC found it necessary to also name as participants in the hearing the pending applications of Gosco Broadcasters and Windber Community Broadcasting System for 1350 kc at Windber. Gosco had been on file since May of 1959; Windber sice Sept. 4 of that year.

Ridge's request also to be included in this hearing was denied by the FCC on the ground it had filed its application after the deadline.

Ridge had no conflict with WKRZ, the court said, and therefore had no reason to meet the cutoff date. The notices of the cutoff procedure, the court said, must be clear enough to warn prospective applicants, or those already filed but who are contemplating amendments, that they must check not only the listed applications but also those pending with which they might be in conflict—unto the third, fourth and even fifth degree.

The FCC, spokesmen said, already has taken action to tighten up this oversight. All applicants and prospective applicants have been warned for the past nine months that they must check not only those applications in the cutoff list, but all pending applications which might be in conflict with a particular application on the list.

EQUIPMENT & ENGINEERING

PARAMOUNT UNVEILS COLOR TV SET

New unit boasts price 25% lower than present models

Add Paramount Pictures Corp. to a growing list of companies soon to bring out new color tv receivers on a mass distribution basis. Paramount, at its annual meeting June 6 in New York, demonstrated two prototypes of its own color sets, and announced that negotiations are underway to license one of three unidentified major tv set makers for commercial production, to start within a year.

Among the competitive advantages Paramount attributes to its single-gun tube color receiver: a price 25% below present starting prices (RCA's $495 set); a smaller size, and improved brightness for both color and black-and-white pictures.

The color tv development, Paramount's pay tv activities and its recent acquisition of 50% ownership in Talent Assoc. overshadowed the company's report on motion picture business, which Barney Balaban, president, was quick to say is "still basically the business" of Paramount.

Mr. Balaban told the large shareholder assemblage that dissatisfaction with results of Paramount's 1960 entry into production for television led to the association with the "truly professional and experienced" Talent Assoc. organization, which is headed by Alfred Levy and David Susskind. Mr. Susskind, in a brief talk to stockholders, said CBS-TV has accepted three new programs for the 1962-63 season. He said scripts and pilots for two one-hour shows and one half-hour show were authorized. Talent Assoc. last week completed the taping of *"The Power and The Glory,* a two-hour special scheduled for showing next season on CBS-TV.

In his report on Paramount's "pioneering" of pay tv, Mr. Balaban said that its wholly-owned subsidiary, International Telemeter Co., in September 1960 achieved the "phase 1" objective of about 6,000 subscribers at its large-scale experiment in Etobicoke, near Toronto, Canada. "Since then," he said, Telemeter has been developing a "good deal of basic information about various aspects of this new medium." He said the Etobicoke operation "does not offer a valid base for profit and loss determination.

Mr. Balaban said that even in Telemeter's early stage and with limited programming some trends are discernible. For example, the creation of a new audience of movie viewing via the home box office of pay tv. He remarked that the movie "Psycho" played on Telemeter fully two weeks after it had completed runs at both local theatres and yet was purchased by about 47% of the subscribers.

Paul Raibourn, Paramount vice

president, who unveiled the new color tv set, said the basic difference between Paramount's set and those now on the market is that the chromatic color selection in the Paramount set is "almost entirely made by electromagnetic voltages inside the tube and a single cathode ray gun is used." Sets presently on the market use three guns so related in space that the selection paths in the tubes, when adjusted by external components, reach the proper color, and, "sets so far offered for sale lack brightness."

For purposes of comparison, the Paramount sets were demonstrated on either side of a $309 Zenith black and white tv receiver. Mr. Raibourn said that the cost of the Paramount set would be between 1.7 to 1.9 times that of the Zenith set under production of 50,000 to 100,000 sets per year and under experienced mass production of 500,000 sets per year, costs could get down to 1.3 to 1.4 times the Zenith set. Autometric Corp., a Paramount subsidiary, produced the color units, using the Chromatic tube proposed some years ago by Dr. Ernest Lawrence.

General Electric and Zenith are other major companies to announce entry into color tv manufacture, with market distribution to start this fall.

Jerrold '60-'61 revenue totals $11.9 million

Operating revenues for the Jerrold Electronics Corp., Philadelphia, manufacturer of community tv system and other equipment, totaled $11,935,899 for the fiscal year ending Feb. 28, the firm reported last week. This is a 42% increase over the 1959-60 fiscal year revenues of $8,416,750.

Net income after taxes, including a special credit, amounted to $3,086,085 ($1.64 per share) on an average of 1,884,569 outstanding shares during the 1960-61 year. Of this, $2,837,212 ($1.51) represented net gain from the sale of Jerrold's nine catv systems last year (to H&B American Corp. for $5 million). Net income and a special credit after taxes in the 1959-60 fiscal year totaled $810,251 (67 cents per share); of which $283,656 (23 cents) represented non-recurring income.

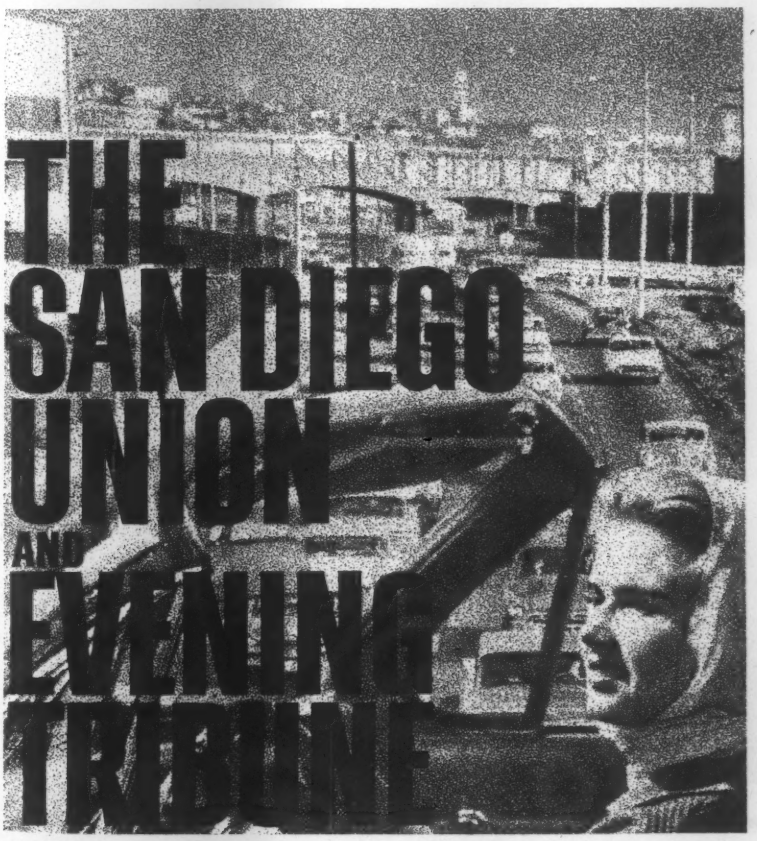
Technical topics...

Thin Man mike ▪ Electro-Voice Inc., Buchanan, Mich., has introduced its "Thin Man" mike, Model E-V652, a non-directional, voice-range microphone with a 24-inch semi-rigid neck. A one-eighth inch tubing allows freedom of movement for the microphone in all directions. It also is available with a 15-inch neck (Model 652A). Both models come complete with Model 300 stand adapter and 20-foot, three-conductor, rubber-jacketed broadcast cable.

Explosion ▪ The microwave terminal of the Kimball (Neb.) community tv system at Dallas was destroyed by the explosion of propane gas tanks May 19, but now is operating again, Collins Radio Co. reported last week. Collins' Texas division promptly shipped new three-channel terminal facility that was installed and operating May 30.

New dimmer ▪ Kliegl Bros. Co., 321 W. 50 St. New York, has announced UL approval and availability of SCR dimmers in 4, 5 and 6-kw capacities, and 3, 10 and 12-kw models will be available in the near future. The dimmers, suitable for use in theaters, auditoriums and studios, feature self-contained cooling fans.

New distributor ▪ Livingston Audio Products Corp., Caldwell, N. J., has become the sole distributor of the Livingeston tape line. A new catalog emphasizing its 4-track "100 Minute Series" is available. For information write: Livingston Audio Products Corp., 147 Roseland Ave., Caldwell, N. J.



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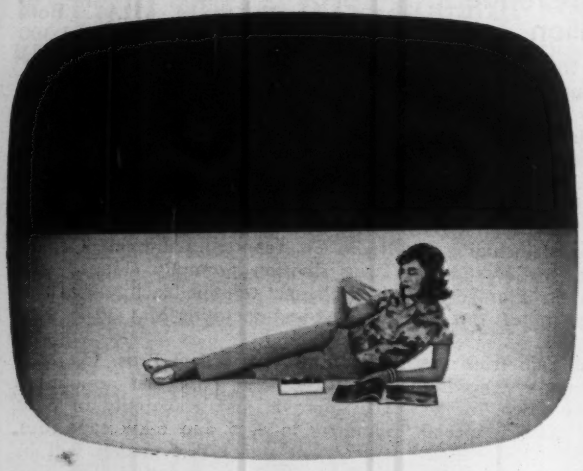
"The Ring of Truth" Copley Newspapers

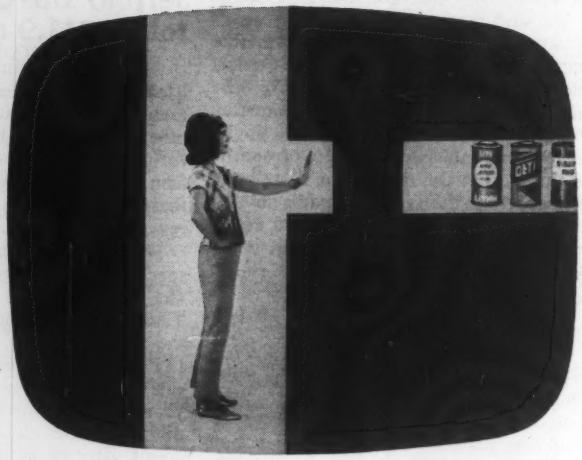
Copley Newspapers: 15 Hometown Daily Newspapers covering San Diego, California—Greater Los Angeles—Springfield, Illinois—and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service. Represented nationally by NELSON ROBERTS & ASSOCIATES, INC.

*1961 SALES MANAGEMENT SURVEY OF BUYING POWER

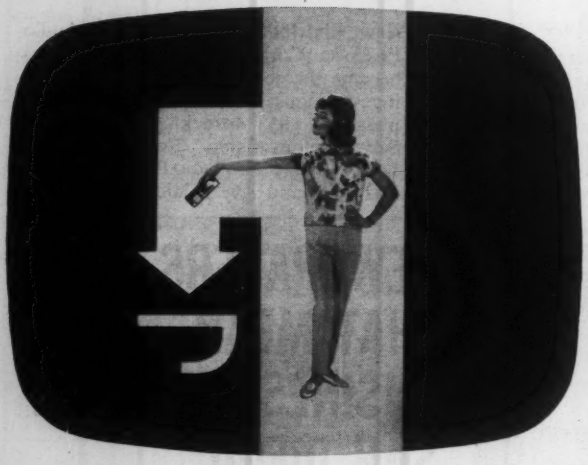
The San Diego Union
EVENING TRIBUNE

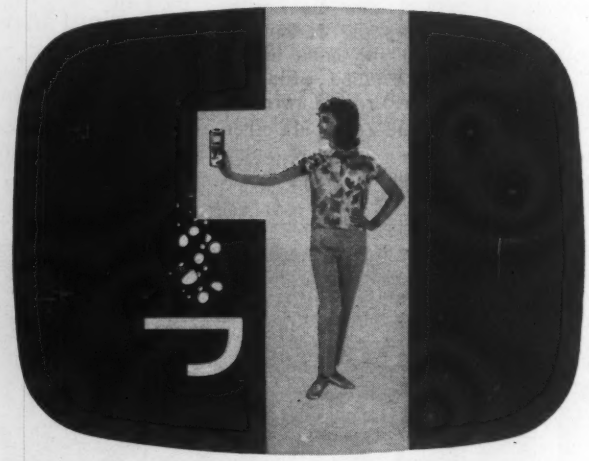


Cleaning? Who cleans?

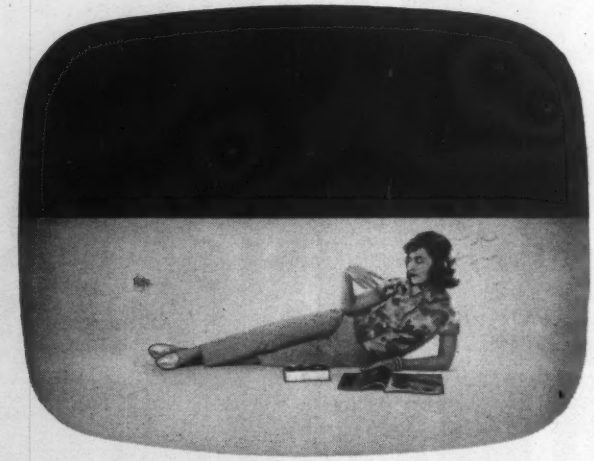


Household cleansers? Fine . . . but . . . !





Stoop and scour . . . Not with VANiSH.



Today's modern housewife lives a life of ease.

FILM does the unusual...

THE PROBLEM: How to show—visually and verbally—smartly and tastefully—just what a new and different household cleanser can do . . . show how and why VANiSH obsoletes old ways and old ideas!

THE ANSWER: A unique combination of animation and live action together with precisely synchronized mattes! On film, of course! For film gives you the range of effects to make commercials exciting . . . arresting . . . the way you want them—*and when!*

What's more, it's film alone that assures you the convenience, coverage and penetration that today's total marketing requires.

For more information, write
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or **W. J. German, Inc.**
Agents for the sale and distribution of Eastman Professional Films for motion pictures and television, Fort Lee, N. J., Chicago, Ill., Hollywood, Calif.

ADVERTISER:
Dracket Company—VANiSH
ADVERTISING AGENCY:
Young & Rubicam, Inc.
PRODUCER:
Transfilm-Caravel, Inc.

New competition for late movies and 'Paar'

WESTINGHOUSE'S 'PM EAST' & 'PM WEST' BEGIN

Westinghouse Broadcasting Co.'s two-in-one answer to late-night movies, the *Jack Paar Show* and the constant call for imaginative programming will be launched tonight (June 12). It's tape syndication's biggest venture to date, a pair of companion programs totaling 90 minutes a night, five nights a week, and they're starting on the five Westinghouse tv stations and four others thus far committed on a syndication basis.

Donald H. McGannon, WBC president, expects that the total lineup for the programs may not exceed 10 or 15 top-market stations outside the WBC group—not because the programming lacks appeal but because tape, as yet, lacks the flexibility to make wholesale syndication practical. He estimates that the cost of tapes for 15 stations, including WBC's five, will come to about $125,000 a year when the expenses of duplication, packaging, transportation, return transportation and inspection are all added up.

The programs, to be presented back-to-back in late evening time Monday through Friday, are *PM East* and *PM West*. Mike Wallace is host of *PM East* and Joyce Davidson is feature editor. The program originates in New York, is 60 minutes long and runs to interviews with both name and little-known personalities, panel discussions, on-location features and similar treatments of so-called "idea subjects." Terrence O'Flaherty, syndicated tv columnist of the *San Francisco Chronicle*, is host on the 30-minute *PM West*, which originates in San Francisco and will deal chiefly with places, personalities and performances by entertainers.

Dick Pack, WBC programming vice president, describes the shows this way: *PM East* explores a single theme each night via performing talent, roundtable discussion, interview, remote segments on location and prepared narrative. *PM West* investigates the sight and sound of San Francisco, its folkways, its color, its pioneer spirit, its emergence as America's most exciting city.

Thoroughly Planned ▪ "Both programs are about people, famous and obscure but all interesting to the viewer. Except for the actual texts of the interview and discussion segments, the twin shows are thoroughly planned, designed for intimacy between studio and home. There are no orchestral cues and fanfares, no studio audience, no stage setting to raise a barrier between the one or two faces on the tv screen and the other half of the conversation, the home viewer."

Messrs. McGannon, Pack and associates do not regard the two *PMs* as signifying either dissatisfaction with feature films (which they replace on the WBC stations) or desire to compete with NBC-TV's *Jack Paar*.

Mr. McGannon estimates that through existing libraries and new purchases the WBC stations could have continued with feature films in these late-night periods for a "reasonable" distance into the future—probably 18 to 24 months. But he says WBC also realized that "sooner or later" it would have to face the problem of finding new programming—"and we'd rather do it sooner, when we have the luxury of time in which to work on it, than later when we wouldn't."

In addition, he said, WBC felt that

COLORCASTING

Here are the next 10 days of network color shows (al ltimes are EDT).

NBC-TV

June 12-16, 19-21 (10:30 a.m.) **Play Your Hunch,** part.

June 12-16, 19-21 (11-11:30 a.m. **The Price is Right,** part.

June 12-16, 19-21 (12:30-12:55 p.m.) **It Could Be You,** part.

June 12-16, 19-21 (2-2:30 p.m.) **The Jan Murray Show,** part.

June 12-16, 19-21 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

June 12, 19 (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newell.

June 13 (10-11 p.m.) **Tv Guide Award Show,** Lever Bros. Lipton Div. through BBDO.

June 14, 21 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather, Speidel through Norman, Craig & Kummel.

June 14, 21 (10-1030 p.m.) **It Could Be You,** Procter & Gamble through Benton & Bowles.

June 15 (930-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

June 16 (8:30-9 p.m.) **Five Star Jubilee,** Massey-Ferguson through Needham, Louis & Brorby.

June 17 (9:30-10 a.m.) **Pip the Piper,** General Mills through Dancer-Fitzgerald-Sample.

June 17 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

June 17 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

June 17 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

June 18 (6-6:30 p.m.) **Meet the Press,** co-op.

June 18 (7-8 p.m.) **The Shirley Temple Show,** Nabisco through Kenyon & Eckhardt.

June 18 (9-10 p.m.) **The Chevy Show** Chevrolet through Campbell-Ewald.

June 19 (10-11 p.m.) **The Accomplice,** Purex through Edward Weiss.

Appearing in the first week of WBC's new late-night shows will be sculptor Beniamino Bufano (l. picture) on the Wed., June 14 installment of 'PM West,' shown talking with host Terrence O'Flaherty. On 'PM East' will be Pulitzer Prize winner Fred Cook (r. picture) who will be interviewed by Mike Wallace and feature editor Joyce Davidson.

this late-evening period offers both an opportunity and a challenge for the "innovation and creativity" essential to successful television programming today.

Refining and Building ▪ Thus WBC started work on finding and developing the format some 18 months ago and has been refining and building it since then. The programs are produced through a new subsidiary, WBC Productions Inc., under the overall supervision of Ben Park as executive producer. They are taped several weeks in advance (subject matter is "topical but not perishable"), for presentation on all stations at approximately the same time (11:15 p.m. on WBC stations).

In addition to the WBC stations—WBZ-TV Boston, KDKA-TV Pittsburgh, KYW-TV Cleveland, KPIX (TV) San Francisco and WJZ-TV Baltimore—there are, at the start Metropolitan Broadcasting Co.'s WNEW-TV New York at whose studios *PM East* is taped, and WTTG (TV) Washington, plus WGN-TV Chicago and KTTV (TV) Los Angeles. Officials said negotiations were in progress with close to 20 other major market stations and indicated some of these were nearing the point where they could be announced.

The programs represent an investment of more than $1 million a year but financial success is not dependent on syndication. Officials said they can be and if necessary will be continued on the five WBC stations alone at no more expense than is involved in programming the stations with feature films at the going rates for films.

The sales format calls for two 60-10-60 commercial insertions per half-hour —another factor which admittedly, along with the problems of duplicating and distributing tape, may tend to limit the extent of syndication. The commercial insertions provided in the tapes are fewer than the NAB Television Code permits, but WBC officials feel they permit a better "program flow" and yet enable the company to amortize its investment in the programs. It is the same sales format used by the WBC stations in programming feature films in this period.

Sales in *PM East* and *PM West* on the WBC stations are handled by TvAR, WBC-owned station representation firm. Sales in the programs on non-WBC stations are handled by those stations or their reps.

Show Participants ▪ Indicating the tone of the new series, the first week's program's include appearances by Admiral Chester Nimitz, author William L. Shirer, producer Otto Preminger, historian Lucius Beebe, singer Sam Cook, comedian Jonathan Winters, and actor Sterling Hayden.

Each *PM East* will be devoted to a different theme around which all of the evening's features will be built. The opening night's program has an "anthology" theme and will include a visit by Joyce Davidson first to a race track and then to the operator of a school who teaches how to bet on horse races; an interview with Sam Cook, who also performs on the program; a talk with the inventor of the round hot dog at Coney Island; an appearance and performance by the writers of "Bye Bye Birdie"; an interview with a wartime comrade of the man for whom the controversial John Birch Society was named (who says Birch would never have joined the society); interviews with and performances by a nght club act and a singer, and an interview with Mr. Shirer, author of *Rise and Fall of the Third Reich.*

The opening *PM West* tours San Francisco's Golden Gate Bridge, Fisherman's Wharf, Chinatown, Coit Tower and the famed cable cars, and visits author Barnaby Conrad, jockey Billy Pearson and his new art gallery, Adm. Nimitz, sculptor Beniamino Bufano, cartoonist George Lichty, philanthropist-historian Beebe, and other West Coast personalities.

CBS Films production shuts down in Hollywood

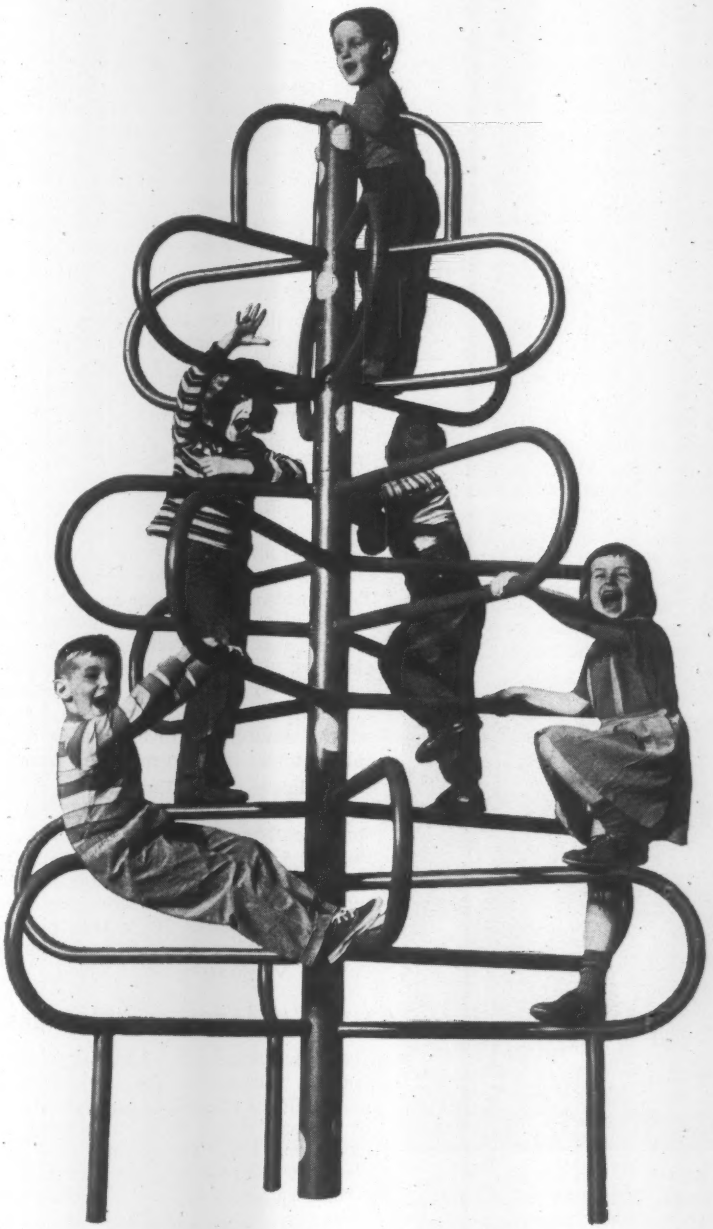
CBS Films has closed its Hollywood production offices and will now operate only as a representative and distributor of outside-produced pilots and series.

Merle S. Jones, president of CBS-TV Stations Division and CBS Films, said last week the shift in emphasis was made because of a change in the buying pattern of programs for network series. The market potential is not worth the capital risk in pilots, he said.

CBS Films had increasing difficulties this year in offering its pilots for sale to networks. It produced four pilots, and though they reportedly stimulated advertiser interest, none won network acceptance. The shows included Max Shulman's comedy *Daddy-O; Mister Doc,* starring Dean Jagger; *Russell,* a half-hour western; and *Baron Gus,* starring Ricardo Montalban. Each cost an estimated $70,000. An additional pilot, the *Bonnie Prudden Show,* is still being shown to agencies and advertisers.

In the new alignment, Robert F. Lewine, vice president in charge of CBS Films production, will continue to supervise programs. There reportedly will be personnel cutbacks in both New York and Hollywood offices, however.

The fifty billion dollar generation!



They're part of the "population explosion" you've read about.

In just 10 years, there will be some 30 million more Americans like them!

That's a big reason why you see huge new electric power plants going up all over the country. Giant power lines marching to the horizons.

And you'll be seeing more. An additional 50 billion dollars' worth in the next 10 years—built by the investor-owned electric light and power companies.

This is the way they meet their responsibility for power on a nation-wide scale. *Plenty* of power—for the increasing population—for the zooming needs of industry, farms, homes and defense.

A Preview of a More Powerful America

Studies of the nation's future power needs have been published in a new booklet, which outlines the building program that will provide more power to meet them. The coupon below will bring you a copy, without charge.

POWER COMPANIES
Room 1139-D
1271 Ave. of the Americas
New York 20, N. Y.

Please send me, without charge, the material checked below:

☐ "Power for Your Future"

☐ Names of companies that sponsor this message

Name_____
(Please print)

Address_____

City_____ Zone____ State_____

Investor-Owned Electric Light and Power Companies | *Keep America Powerful*

New tv markets for good local programs

TRANS-LUX'S TAC TO OFFER MEMBERS BEST FROM OTHER STATIONS

Locally-produced television programs in cultural, informational and educational areas will be available to stations which join the newly-formed Television Affiliates Corp., New York, a tv subsidiary of the Trans-Lux Corp., New York [CLOSED CIRCUIT, June 5]. TAC hopes to deliver initial programs to stations by December 1961.

TAC's establishment was announced at a news conference last week by Richard Brandt and Richard Carlton, president and vice president, respectively, of Trans-Lux. Robert Weisberg, vice president of TAC, will head this operation.

The Criteria ▪ The programs to be offered to member stations, Mr. Brandt said, must meet these established criteria: (1) they must be cultural, informational and educational; (2) they must be of high quality; (3) they must be regional or national in scope of interest, and (4) they must conform to NAB code standards.

A broadcast advisory committee, which attended the news conference, has worked with TAC officials in setting up program standards and in establishing pricing policies. The committee consists of Richard Borel, director of tv at WBNS-TV Columbus, Ohio, and chairman of the CBS-TV Network Affiliates Assn.; Eldon Campbell, vice president and general manager, WFBM-TV Indianapolis; Roger Clipp, vice president and general manager, radio-tv division of Triangle Publications, Philadelphia; Jack Harris, vice president and general manager, KPRC-TV Houston; David Moore, president, Transcontinent Television Corp., A Louis Read, executive vice president and general manager, WDSU-TV New Orleans; Norman Louvau, president and general manager, KCPX-TV Salt Lake City.

TAC's objectives are to make "the best" locally-produced programs of a cultural, informational and educational nature available to stations throughout the country; help develop and encourage local production and writing talent, and help provide a balance in local programming.

TAC in the next three months, will screen local programs. It aims to collect a library of approximately 100 shows. From Sept. 1 to Dec. 1, TAC will conduct its membership drive and hopes to enroll approximately 100 stations.

'Keep Fees Low' ▪ Mr. Harris spoke briefly on behalf of the Broadcast Advisory Committee. He stressed that the committee has urged TAC to set membership fees as low as possible so a larger number of stations can afford the service. He said he feels there is a strong need for the type of programming TAC wants to make available and said members of the advisory committee are confident the project will be successful.

Mr. Weisberg made it clear that TAC is owned by Trans-Lux—that no financial interest in the organization is held by member stations, though the cooperative effort will enable TAC members to obtain "quality" programs at "fair and equitable prices."

Mr. Weisberg explained that one station in each market will have exclusive rights to programs obtained through TAC, but a producing station need not be a member. A published price list will be distributed in about a month, but it was learned the annual membership fee will range from approximately $1,500 for smaller markets up to $18,000-$19,000 for the top markets. Member stations may use the programs at their discretion.

The outlets which provide programs to the TAC library will be designated "producing stations." They will receive payment from TAC, the amount depending on the length of the program, the number of performances it receives and the size of the markets in which it is carried.

TAC will receive a management service fee of about one-half of the 35% that most distributors charge for handling a program. For example, if TAC's revenues for a year are $200,000, TAC will be entitled to about $38,000, plus expenses for overhead, which officials say, will be "modest" at the outset. The remainder of the funds will be distributed to producing stations, based on the amount of revenue they have earned under the performance formula.

Headquarters for TAC will be at the home office of Trans-Lux at 625 Madison Ave., New York, N. Y. Trans-Lux, through various subsidiaries, distributes programs to tv stations and motion pictures to theatres. The company also owns and operates 10 motion picture theatres in New York, Boston, Philadelphia, Washington and Detroit.

Present last week for the announcement of the establishment of Television Affiliates Corp. were (l to r) standing—Richard Carlton, vice president, Trans-Lux; Richard Brandt, president, Trans-Lux, and Robert Weisberg, vice president of TAC. Sitting are five members of TAC's seven-man broadcaster advisory committee: Richard Borel, WBNS-TV Columbus, Ohio; A. Louis Read, WDSU-TV New Orleans; Jack Harris, KPRC-TV Houston; Eldon Campbell, WFBM-TV Indianapolis, and Norman Louvau, KCPX-TV Salt Lake City. Committee members not shown are David Moore, Transcontinent Television Corp and Roger Clipp, radio and tv division, Triangle Publications.

UAA offers 32 post-'50 films

A new package of 32 motion picture features released in the late 1950s is being offered to stations and advertisers by United Artists Assoc. beginning today (June 12). The group—including seven in color—is made up of United Artists releases.

Titles include "Legend of the Lost," "Paris Holiday," "Paths of Glory," "Alexander the Great," and "Twelve Angry Men" with such stars as John Wayne, Sophia Loren, Bob Hope, Anita Ekberg, Claire Bloom, Frederic March, Kirk Douglas and Henry Fonda.

FOR THAT "LIVE" LOOK, TAPE IT...

on SCOTCH® BRAND Live-Action Video Tape!

"Real-life" *presence* is the new TV look achieved by today's commercials using "SCOTCH" BRAND Video Tape. Until now, the home-viewer's picture has been an ingenious compromise—an optical medium shown on an electronic screen.

Not so with tape! "SCOTCH" BRAND Video Tape offers complete compatibility of picture source and picture—both electronic—with a greatly expanded gray scale for gradual transitions from absolute black to absolute white. In addition, tape eliminates jitter, provides excellent sound quality and an "unlimited" number of special effects. It all adds up to cleaner, crisper originals of unsurpassed quality . . . with exceptional Video Tape duplicates and kines from master tapes.

"SCOTCH" is a registered trademark of 3M Company. © 1961, 3M Co.

Tape has many advantages—for advertiser, agency, producer. Playback is immediate, serious goofs can be remedied at once by retakes. Special effects are made instantaneously . . . no lab work and waiting. Costs are competitive, savings gratifying.

Tape is easy to work with, no mystery . . . talented specialists are available to help you. *Prove it to yourself!* Send your next TV storyboard to your local tape producer for an estimate that will surprise you —at no cost or obligation.

Write for the new brochure, "The Show is on Video Tape"—a case history of six commercial tapings. Enclose 25¢ to: 3M Co., Box 3500, St Paul 6, Minn.

MINNESOTA MINING AND MANUFACTURING COMPANY
. . . WHERE RESEARCH IS THE KEY TO TOMORROW

3M COMPANY

Temple movies in 21 markets

Eight Shirley Temple movies never shown on tv, being distributed by National Telefilm Assoc. as a "Shirley Temple Festival" package, have been sold in 21 markets since their announcement at the NAB convention, Berne Tabakin, NTA vice president, said last week. The stations include WABC-TV New York, WTAE (TV) Pittsburgh, WISH-TV Indianapolis, WTIC-TV Hartford, WTVJ (TV) Miami, Fla., WHEN-TV Syracuse, WGAN-TV Portland, Me., KLRJ-TV Las Vegas, WSM-TV Nashville, WBNS-TV Columbus, Ohio, WSB-TV Atlanta and WTMJ-TV Milwaukee.

NBC Radio sets specials

NBC Radio will supplement its regular news schedule with a series of quickly-produced, in-depth specials covering major world events. The "Instant News" programs, tailored specifically for radio and to be offered for sponsorship, will be introduced at the time of the next big news break.

The number and length of programs in the series will be determined by the nature and amount of news breaks during the year. It's expected at least 20 of the specials will be presented annually, with each one running 25 to 55 minutes.

The programs will be produced by NBC News and put on the air within hours after the event. No specific time periods will be set aside for the shows, although it's probable that most will be aired in nighttime hours. Indications are that if the news event warrants prolonged coverage, an open-end policy will prevail, with repeats broadcast at various times during the day.

The programs will employ NBC's worldwide news staff which will present on-the-scene reports and news analyses.

The overall responsibility for the project will vary, different producers and directors handling each special.

RPI signs 21 Canada outlets

Radio Press International, a voiced radio news service, has signed 21 independent Canadian stations as clients, Michael J. Minahan, RPI general manager, announced last week. RPI now serves 83 stations on the North American continent.

Mr. Minahan said the addition was made possible by the allegiance of RPI and Broadcast News Ltd., a Canadian radio-tv news wire service, which provides Radio Press International with its service. RPI's client list in Canada now stretches from St. Johns, Newfoundland, to Victoria, B. C.

Talent Assoc.-Paramount sets Truman series

Former President Harry S. Truman, flanked by Barney Balaban (l), president of Paramount Pictures, and David Susskind (r), vice president of Talent Assoc.-Paramount Ltd., announced at a news conference in New York last week that he will appear in a series of 26 one-hour, weekly tv programs dealing with major historic events of the time and of the years when he was President (CLOSED CIRCUIT, May 29, 1961).

The series, which is expected to cost more than $2.5 million, will be produced by Talent Assoc.-Paramount and Mr. Susskind. They hope to have them ready for televising by February, 1962. NBC-TV reportedly is interested in the series for a prime-time spot. Most of the profits will go to the Truman Library in Independence, Mo. (also see page 70).

Film sales...

Post '48 films (Screen Gems, N. Y.) sold to WBTV (TV) Charlotte, N. C.

Columbia Post '48 Feature Films (Screen Gems, N. Y.) now on 30 stations: Sold to WKRG-TV Mobile, Ala.

King of Diamonds (Ziv-UA): Sold to Rague Packing Co. along with Langie Fuel Service for WHEC-TV Rochester, N. Y.; Shell City Supermarket for WTVJ (TV) Miami; Galbreath Bakery Co. for WCYB-TV Bristol, Va., and to the following stations: WOI-TV Des Moines, Iowa; WCSC-TV Charleston, S. C.; WTIC-TV Hartford; KNTV (TV) San Jose, Calif. KFDX-TV Wichita Falls, Tex.; KOTA-TV Rapid City, S. D.; WDSU-TV New Orleans; KNOE-TV Monroe, La.; WOAI-TV San Antonio, Tex.; WBAP-TV Dallas and WKRG-TV Mobile, Ala. Now in 155 markets.

Ripcord (Ziv-UA): Sold to WAFB-TV Baton Rouge, La.; KSL-TV Salt Lake City; KXLY-TV Spokane; WGAN-TV Portland, Me.; WCTV (TV) Thomasville, Ga.-Tallahassee; KGHL-TV Billings, Mont.; KLFY-TV Lafayette, La.; KJEO (TV) Fresno, Calif. and KCSJ-TV Pueblo-Colorado Springs, Colo. Now in 61 markets.

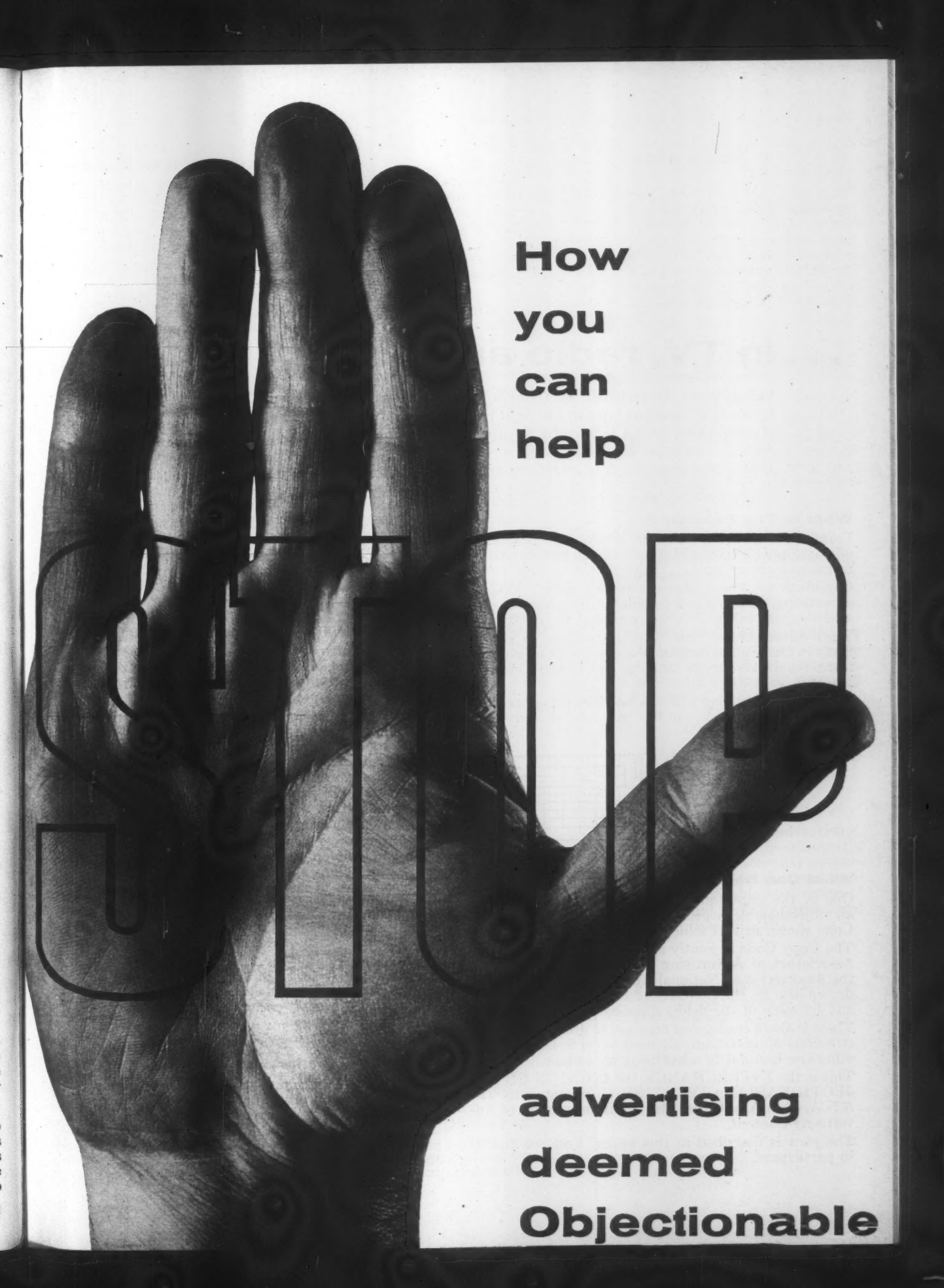
Program notes...

No future plans ▪ National Telefilm Assoc. reported last week there are no immediate plans for further production on *The Play of the Week* series, which won critical acclaim for many of its presentations during the past two years. Charles Glett, NTA president, said that prospects for new productions were "very remote." Re-runs of the taped series will continue to be distributed by NTA.

Seven Arts finances ▪ Seven Arts Productions Ltd., Toronto, reports a $1,090,212 loss in the fiscal year ended last Jan. 31. The loss was attributed mainly to the low earnings of Seven Arts' record company. Stockholders were advised that estimated profits (before taxes) for the first fiscal quarter of 1961 will be about $1.5 million, derived primarily from distribution of feature films to tv. Seven Arts distributes the Warner's *Post-50 Features*, with sales in the past year amounting to about $6 million.

New company ▪ Actress Carolyn Jones and her husband, Aaron Spelling, producer at Four Star Television, have formed Caron Productions as their own independent production company.

Convention coverage ▪ Resort Radio Productions, Atlantic City, N. J., is offering its services to radio stations seeking personalized coverage of the numerous conventions and activities to


How
you
can
help
STOP
advertising
deemed
Objectionable

. . . In TV, radio and print

Through the Interchange of Opinion on Objectionable Advertising, every advertising man and woman can help reduce still further the small percentage of advertising which is harmful to advertising as a whole.

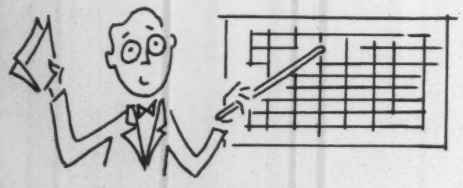
What Is The Problem?

From time to time, elements which are considered offensive and objectionable tend to creep into advertisements or commercials.

Cumulatively, these elements irritate people against advertising, impair their confidence in advertising as a whole and weaken the effectiveness of all advertising.

When advertising is "false" or "misleading," it is contrary to *law*. Such advertising is dealt with by government regulatory bodies and by the Better Business Bureaus.

But some advertising which is not *illegal* may be considered objectionable on the grounds of *taste and opinion*.



What Can Be Done About It?

One of the important industry efforts to discourage all objectionable aspects of advertising is the Copy Code shown in this folder.

The Copy Code is jointly sponsored by the American Association of Advertising Agencies (A.A.A.A.) and the Association of National Advertisers (A.N.A.), endorsed also by the Advertising Federation of America and by some of the media associations.

There is also a *continuing program* to deal with *specific criticisms* of advertising deemed to be in bad taste or otherwise harmful to advertising as a whole.

This is the INTERCHANGE OF OPINION ON OBJECTIONABLE ADVERTISING, operated by the A.N.A. - A.A.A.A. Committee for Improvement of Advertising Content.

The plan is described in this folder. You are invited to participate.

What Does The Interchange Cover?

The Interchange of Opinion is set up to deal with any national or regional agency-placed advertising considered harmful or potentially harmful to all advertising. For example:

Bad taste,
Suggestiveness,
Statements offensive to public decency,
Visual trickery,
Weasel wording,
Improper disparagement of other products or industries,
Derogation of advertising.

The Interchange deals essentially with questions of taste and opinion. It does not deal with the factual validity of claims as such, since the Committee does not have access to the facts. Hence, it does not attempt to duplicate the work of government regulatory bodies or the Better Business Bureaus in this area.

How Does The Interchange Work?

Through the Interchange, advertisers and agencies may make criticisms at any time, have the criticisms evaluated by a panel of advertiser and agency leaders and, if the panel considers the advertising objectionable, have their opinions registered with the *advertiser and the placing agency*.

Here Is How It Works:

1. Report your criticism of any objectionable advertising to the designated person in your organization – the official A.N.A. Member Representative, in the case of advertiser companies; the appointed "coordinator" or A.A.A.A. Official Contact, in the case of agencies.
2. Criticisms by advertisers or agencies are sent to the Secretary of the A.N.A.–A.A.A.A. Committee, c/o 420 Lexington Avenue, New York 17.
3. Those in the scope of the Interchange are sent without identification to the ten advertiser people and ten agency people who make up the A.N.A.–A.A.A.A. Committee.
4. Each member of the Committee is asked whether he considers any element in the advertisement to be objectionable; if so, what and why, and whether it is regarded as "serious."
5. If a majority of the Committee considers the advertising objectionable, the criticism and the Committee's votes and comments are sent concurrently to the advertiser and to the placing agency of record.
6. If a majority of the Committee regards the advertising as "seriously" objectionable, the advertiser and placing agency are *asked to take corrective action.* If within thirty days the advertiser and agency do not answer, or answer unsatisfactorily, the Committee will so notify the Boards of Directors of the A.N.A. and A.A.A.A.

The Committee vote is not reported to the complainant, since the Committee works in confidence with the advertiser and placing agency.

The Interchange is not censorship. It is helpful criticism and must rely on voluntary self-regulation. But it has helped to bring about a considerable number of improvements in advertising, many in campaigns having wide exposure.

What Can You Do?

Looking out for objectionable features in advertising is a job for each of us in advertising.

Through the Interchange of Opinion, *you* as an individual can help.

If you see or hear what you consider an objectionable commercial on television or radio, note the advertiser, the network or station, the date and time – enough to describe them accurately.

If you see an objectionable ad in print, tear it out or make a note of it.

Watch for objectionable advertisements on outdoor posters, carcards, and in other forms of advertising too, and make enough notes to describe them accurately.

Give your criticism to the person in your organization who has been appointed to forward complaints to the A.N.A.–A.A.A.A. Committee.

If you – an advertiser or a placing agency – receive a communication from the Committee, please consider it carefully. It may express a valuable point of view.

Your cooperation will help raise confidence in and acceptability of advertising still further in the minds of the public.

You strengthen your *own* advertising when you help to reduce objectionable advertising which is harmful to advertising as a whole.

COPY CODE

The following copy practices are disapproved in a code jointly adopted by the American Association of Advertising Agencies and the Association of National Advertisers, and also by the Advertising Federation of America:

a. False statements or misleading exaggerations.

b. Indirect misrepresentation of a product, or service, through distortion of details, or of their true perspective, either editorially or pictorially.

c. Statements or suggestions offensive to public decency.

d. Statements which tend to undermine an industry by attributing to its products, generally, faults and weaknesses true only of a few.

e. Price claims that are misleading.

f. Pseudoscientific advertising, including claims insufficiently supported by accepted authority, or that distort the true meaning or practicable application of a statement made by professional or scientific authority.

g. Testimonials which do not reflect the real choice of a competent witness.

The A.N.A.—A.A.A.A. Committee for Improvement of Advertising Content

Association of National Advertisers, Inc.

American Association of Advertising Agencies, Inc.

Address:
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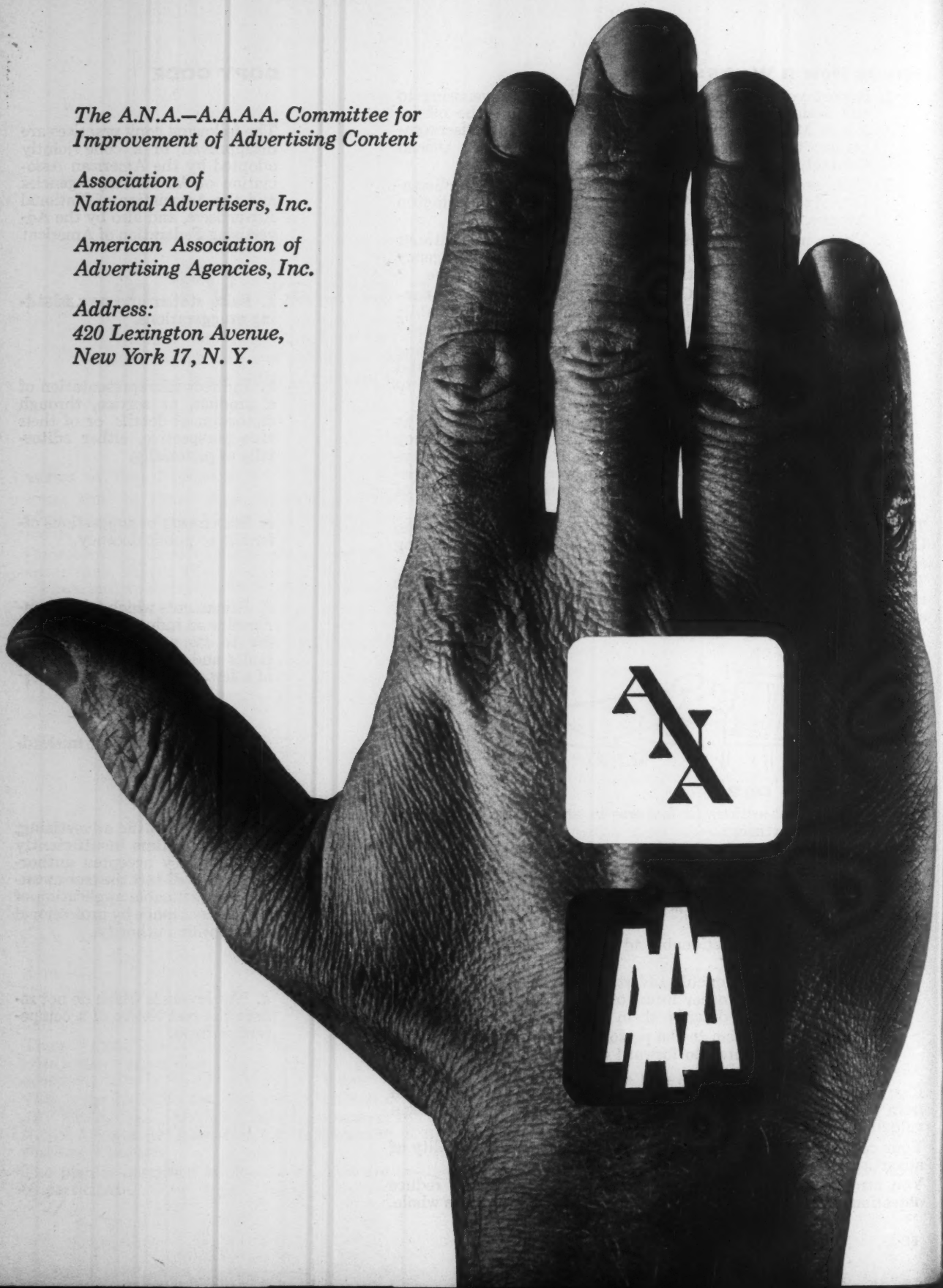
New York 17, N. Y.



be held in that city this summer. RRP features special beeper interviews, spot news coverage features and other services. More information is available from the company, 7 S. Cambridge Ave., Atlantic City, N. J.

New production company ▪ Skitch Henderson, tv, radio and concert personality; and Jack Grogan, president of Brass Dolphin Inc. (tv packager of *Golf Tip of the Day* and other shows) have formed Skitch Henderson Assoc., 146 E. 57 St., New York, a production company. The new firm will specialize in creating, writing, scoring and producing commercials, station ID's and sound tracks for tv, radio and films. Mr. Grogan will manage the company and at the same time continue to serve as chief officer of Brass Dolphin. Sales representative for Skitch Henderson Assoc. is Tv Marketeers Inc.

Official-Wolper project ▪ Official Films Inc., N. Y., has entered into a co-production agreement with producer David L. Wolper for a series of 39 half-hour films titled *Biography*, covering the life and times of noted figures in a wide range of activities. Mr. Wolper already has begun production in Hollywood on the first episode, which will relate the story of the late Fiorello H. La Guardia, mayor of New York City. Other subjects will be Franklin D. Roosevelt, Adolph Hitler, Benito Mussolini, Clark Gable, Gen. John J. Pershing, Woodrow Wilson and Gary Cooper. Mike Wallace has been signed to narrate the series.

Incompatibility splits HEC, NTA, says Leeds

Martin N. Leeds, president of Home Entertainment Co., has resigned as a board member of National Telefilm Assoc., at the same time terminating the affiliation of HEC with NTA, which had held distribution rights to the HEC pay tv equipment.

Mr. Leeds, who will continue as a special consultant to NTA, has set up new HEC offices at 9025 Wilshire Blvd., Beverly Hills, Calif. H. W. Sargent Jr., inventor of the HEC system of pay tv, continues as vice president. Rudy Petersdorf, formerly associated with Mr. Leeds at Desilu Productions where he was a member of the legal staff and where Mr. Leeds was executive vice president, is HEC's vice president in charge of business administration.

The break between HEC and NTA came because the association of a company producing and distributing programs for free television with one attempting to establish a new system of pay tv seems incompatible, Mr. Leeds said. He reported that negotiations are in progress for HEC franchises in a number of markets and that "when millions of dollars are involved these things take time and there's lots of paper work to be done before a contract is signed."

All telephone companies have expressed a willingness to provide facilities for transmitting HEC programs from central sources to the homes of subscribers, Mr. Leeds said, so that is no problem. He added that he is not sure his company will make use of the telephone company services, since HEC's own system of distribution might be more economical. At a demonstration of the HEC pay tv system in Hollywood (BROADCASTING, April 10), the company described it as 50% less expensive to manufacture and 70% less expensive to install than competitive pay tv systems.

Baltimore prize program on air over 20 years

In Baltimore there is a 20-minute period each weekday morning when telephone traffic slows considerably. It's between 9:40 and 10 a.m. when the Newhoff-Blumberg money giveaway, *Dialing for Dollars*, is simulcast on WMAR-TV and WCBM.

It is not surprising that Baltimoreans have made it something of a habit to keep their phone lines open during *Dialing for Dollars*, for the show is one of the oldest of its type now on the air. It started in October 1940 on WCBM and has remained popular. On September 10, 1956, it became a simulcast with WMAR-TV carrying the television portion. The television version became a quick success, surveys showing that an average of 75% of the sets in use in the city were tuned to WMAR-TV.

Mr. Rogers

The format of *Dialing for Dollars* is relatively simple. The telephone directories of Baltimore and its suburbs are cut into strips and placed in the Golden Cash Box, from which three winning names-and-numbers are picked each day. Winners are called and those who were listening or viewing receive $50 plus another $50 for any unanswered or nonlistener calls in the sequence immediately preceding. Although the percentage of winners is amazingly good—in 1960 the average was nearly 20%—the prize package sometimes soars to several hundred dollars. In August 1958 a 79-year-old retired nurse won $1,100 and winners of $500 or more are not uncommon. A consolation prize goes to those called who fail to qualify for the main award.

Inflation ▪ The cash prizes were not always as big as they are today. In 1940 there was a $5 prize riding on each call with $1 in merchandise as a consolation. The program in those days was sponsored entirely by Food Fair Stores and Homer Todd was the m.c. "Mr. Fortune" he is called on *Dialing for Dollars*. Jack Wells was the second Mr. Fortune and he stayed with the program until 1958 when the present m.c., George Rogers, took over the post.

The program has its own public service aspect, since the winning slips each day are drawn by a representative of some local or national public service or charitable organization who is given a chance to simulcast a message on behalf of his group. Sponsors of this grandfather among telephone programs have been many through its long period on the air, including such well-known names as Quaker Oats, Betty Crocker, Gold Seal Linoleum, Carnation Milk, Mr. Clean, Nabisco and Lipton. As a test one coffee firm made a one-time offer through its one-minute commercial and received over 4,000 letters in the next day's mail.

Through the years *Dialing for Dollars* has had dozens of imitators —some on the networks. While most of these have disappeared, the Baltimore program keeps rolling along. Since the program has been on WMAR-TV its ratings "have reached new highs," according to Theodore A. Newhoff, of Newhoff-Blumberg, copyright owners. The show is syndicated in a number of other cities.

VHF Inc. to produce programs, commercials

The formation of VHF Inc., New York, as a production company for programs, tv commercials, closed-circuit programs and industrial films has been announced. The principals are former executives of CBS Television Production Sales, which ceased operation last winter (CLOSED CIRCUIT, May 29).

Officers are Ira G. DeLumen, president; Richard R. Rector, vice president, production; Robert C. Troup, vice president, sales; Peter J. Smith, vice president, special projects. The company, located at 300 E. 42d St., New York, will operate in the areas of video-tape, film and live tv productions.

News program to feature U. S. weekly editors

Temple/Morgan Enterprises, a Hollywood program production firm best known as the producer of the long-lived *Queen for a Day*, has developed a new kind of news program, *Editors Conference Call*, being offered for network broadcast, either radio or tv.

The program would be a roundtable of editors discussing important news developments and controversial issues, but instead of national commentators or byline writers the participants would be the editors of the nation's hometown weekly newspapers, who, the company feels, reflect and frequently help to form the opinions of reader residents in the suburbs and small towns and rural areas of the land.

Four editors would participate in the half-hour program each week. They would be selected from the staffs of the 8,100 weekly newspapers by John Henry, editorial coordinator of *Editors Conference Call* and former head of the Publishers' Auxiliary, a national association of editors and publishers of the weekly press. They will be chosen from widely separated parts of the country and will represent differing interests and viewpoints.

The format of the program is "very simple, practical and workable," according to a Temple Morgan brochure. Frank Hemingway, veteran west coast newscaster, will preside over the panel, working from the network newsroom in Los Angeles. The panel members will be connected with him by a five-way conference call telephone hookup for radio or a telco round-robin loop if the show is on tv. Each editor will speak from the network affiliate studio nearest to his hometown.

Four MGM-TV series starting this month

Four tv series are scheduled to be in production at MGM-TV by mid-June and a record number of 37 directors and writers are already at work at the studio. The total is expected to reach 50 with the conclusion of additional deals now being negotiated, Robert Weitman, vice president in charge of tv production, said last week.

The first series, which got under way June 5, was *Cain's Hundred*, for which Paul Monash, creator of the series and executive producer, will write several future episodes in addition to the already completed pilot. E. Jack Neuman, Mel Goldberg and Eliot Asinof have been signed to write other *Cain's Hundred* episodes. Boris Segal, John Peyser and Lamont Johnson will direct various segments of the hour-long series.

Today (June 12), *Dr. Kildare* goes before the cameras with Norman Felton as executive producer, Herbert Hirschman as producer and Elliot Silverstein, Lamont Johnson, Buzz Kulich and John Brahams set to direct. A dozen writers have been signed so far for this 60-minute series: E. Jack Neuman, who also wrote the pilot, Adrian Spies, Ernest Kinoy, Norman Katkov, John Kneubuhl, John Furia Jr., John Vlahos, Andy Lewis, John T. Kelley, Jean Holloway, James Henerson and Archie Tegland.

Also starting today is *Father of the Bride*, which Fletcher Markle will direct. Katherine and Dale Eunson and Ted and Mathilda Ferro, both pairs operating as teams, and Ted Cooper, will write the series. The fourth MGM-TV series to start production this month is *National Velvet*, renewed for a second year on NBC-TV. Frank McDonald will direct this series. Robert Maxwell is executive producer of both of these half-hour series, with Rudy E. Abel producing.

Customized newsfilm service

Newsfilm Inc., New York, is offering stations international custom coverage, according to Kenneth Baldwin, president. Clients can order a complete package for any story or arrange to send their own correspondents, with Newsfilm providing overseas cameramen, shipping, customs clearance and processing. The service is on an exclusive basis.

Newsfilm is a subsidiary of Marathon International Productions Inc. Newsfilm is at 10 E. 49th St., New York 17.

INTERNATIONAL

Stanton urges educational 'Marshall Plan'

PUT INTERNATIONAL EGGS IN MANY BASKETS, HE SAYS

A massive educational "Marshall Plan" aid program using up to a fifth of the current U. S. foreign aid commitment over 10 years is urged by Dr. Frank Stanton, president of CBS Inc., a speaker June 9 at commencement exercises of The Massachusetts Institute of Technology.

Dr. Stanton further suggested that other democracies assist in the program.

Dr. Stanton's proposal calls for an extended program in helping educate underdeveloped nations of the world. Education, he said, is "the neglected world frontier, the neglected world opportunity."

In taking note of the new nations emerging in Africa and Asia, Dr. Stanton asserted that education is their first concern—"would it be going too far to suggest that it borders on criminal negligence that we here in this crucible of democracy have not given top priority to helping these new nations educate their people?"

He cautioned against the U. S. placing all of its international eggs in a basket of economic and military aid. "Only an incidental trickle split among a score of projects (in foreign aid in the past decade or more) has borne directly on education," Dr. Stanton declared.

Determinism ▪ In another point in his talk, he stated, "we are practicing economic determinism, when we know from every evidence of our own experience that the only road to democratic fulfillment is educational determinism."

Dr. Stanton pointed to the U. S. heritage of mass education, asking that with this background, "how can we assume that if we give emerging nations guns and monkey wrenches, tanks and cement mixers, economic aid and technical assistance, they will become self-governing peoples and stay free?"

He suggested the secretary of state be urged to add educational development to other foreign policy implements which Dr. Stanton described as diplomacy, military aid and economic assistance.

He recommended also that other democratic countries join in the mass educational program through United Nations avenues. The objective: help the world's free peoples "become capable of the self-government for which they so nobly and hopefully yearn."

BBC, Italians, Czechs win Montreux tv honors

National tv networks representing England, Italy and Czechoslovakia won top honors at the Montreux (Switzerland) tv festival contest, May 22-26. NBC-TV received special mention from the seven-man international jury which judged the contest, limited to musical and variety shows.

The Gold Rose award for first place,

went to BBC's *Black and White Minstrel Show*. Radio Audizione Italiano's *Giardino d' Inverno* (Italy) was the second place winner, and the third prize went to Czechoslovakian tv's *Mille Vues Derriere Les Coulisses. Perry Como's Kraft Music Hall* (NBC-TV) earned a special mention for telegenic effects, along with Soviet tv's *Miniature Dances* and Japan's *Afternoon Variety*.

The winners were picked from 36 entries, offered by 25 national networks representing 18 countries.

Discussions of worldwide tv and the space age dominated the symposium and scientific sessions held earlier in the 12-day festival. Brig. Gen. David Sarnoff, RCA board chairman and one of six recipients of the festival's special citation for "outstanding contributions to the advance of tv," predicted that 10 years from now a billion people over the world may watch a color tv program at the same time. He suggested that the heads of state consider the use of satellite tv for "face to face" meetings, and proposed that every tv have a special channel reserved for UN broadcasts. Gen. Sarnoff's observations were contained in a letter acknowledging the acceptance of the citation.

Another citation winner, Prof. Pavel V. Shmakov, president of the Leningrad Tv Institute, predicted that "in the near future" it will be possible to see Venus and Mars on color tv. He did not elaborate but indicated that Russia is capable of achieving the feat.

Other citation winners were Sir Noel Ashbridge of England, Prof. G. A. Bourty of France, Dr. Denjiro Takayanagi of Japan, and Erik Esping of Sweden.

Scottish outlet refuses TAM tv ratings service

TAM, the television audience measurement meter-service company, has met opposition to its system, in which it holds a virtual monopoly. TAM supplies weekly "top ten" ratings for homes-tuned-in to British commercial tv, with a network and regional lists for stations outside London.

Scottish Border Tv—newest and smallest of commercial tv stations—has announced it won't use the TAM system in a letter to advertisers and agencies.

Border said TAM's service is expensive for its basically small area coverage, and more important, that TAM doesn't give the kind of viewer breakdown the station needs.

Border Managing Director Robin Gill said TAM figures don't give sex or age details. He said his company will use a system of aided recall.

Border TV's announcement has caused a minor furor in British tv. Though TAM has been criticized, no company has refused the service.

TAM Director G. B. Audley said Border was informed some time ago that a service would be expensive, and suggested a special system based on diaries and recordimeters. TAM announced it will probably operate a service in the Border area anyway, if it succeeds in negotiations with advertisers and the Institute of Practioners in Advertising.

ATAS assembly plans global spectacular

What's being planned as the biggest "international" tv show ever produced is gaining in advertiser interest, though the cast has not been assembled and a network is still undesignated.

The show is slated Nov. 10 as the climax to the Academy of Tv Arts & Sciences' First International Assembly in New York Nov. 4-11.

Robert Saudek of Saudek Assoc. will produce the 90-minute show and network rights will be decided by bid, with bidding to start at $400,000. Performers sought for the show include such stars as comics Cantinflas (Mexico) and Popov (Russia), pianists Von Cliburn (U.S.) and Richter (Russia), ballerina Ulanova (Russia), Maurice Chevalier France), Alec Guinness (Britain).

Danny Kaye is among those sought for the m.c. Advertisers who have indicated an interest in sponsorship: Procter & Gamble, Revlon, AT&T.

International alliance planned by unions

Union officials from 17 Western hemisphere nations have effected the preliminary organization of an Intra-American Confederation of Free Trade Unions in the entertainment field, according to Herman F. Kenin, president of the American Federation of Musicians and chairman of the organizing conference.

The conference, which was held in San Jose, Costa Rica, ended May 25. The objective of the conference, Mr. Kenin said, is to facilitate an international exchange of ideas and understandings and working relationships among all free trade unions in the entertainment field. Formal organization, is expected to be achieved at another meeting in the Caribbean area within the next few months.

Delegates to the conference from the U. S. included officials of the American Federation of Television & Radio Artists, the International Alliance of Theatrical & Stage Employes, the American Guild of Variety Artists and the Assn. of Theatrical Press Agents & Managers.

CBC finance-merger plan opposed by Henderson

The continuance of annual grants by Canada's Parliament to the government-owned Canadian Broadcasting Corp. and deferment of CBC's plan to spend $70 million on consolidation of its facilities in Toronto and Montreal were urged to the House of Commons Broadcasting Committee by Maxwell Henderson, Canadian auditor-general. He spoke from experience, for before his present post he was comptroller of the CBC.

Mr. Henderson thinks CBC's financial operations should be studied by an independent firm of management consultants, and suggested this last year shortly after his appointment as Canada's treasury watchdog. He opposes granting CBC annual money from the public treasury on a five-year basis as requested by CBC at earlier sessions. CBC has requested $70,418,000 for operating expenses and $9,640,000 for capital costs this year.

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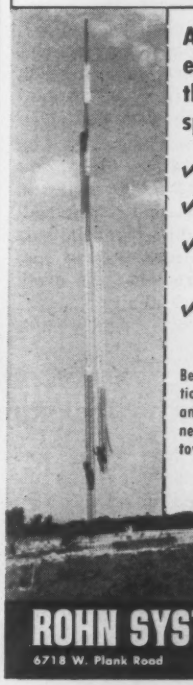

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KLIF's 'lazy girl' has a long day

To herald the change in its programming concept this month, KLIF Dallas resorted to a variety of promotions—none, however, as alluring, as ostentatious or as downright pleasing to the eye (if you happen to go for pretty, blue-eyed blondes) as "the living billboard" pictured above. The occupant, Joyce Williams, a curvacious lass, selected after a long and interesting search merely waves at passing traffic and listens to KLIF while spending 18 hours a day being "The Laziest Girl in Town."

Birmingham's Rebel award becomes an annual affair

It was bound to happen sooner or later so it is not astonishing to learn that Birmingham, Ala., has come up with its own answer to the Oscar, the Emmy and the Tony—the Rebel (of course). The brainchild of Robert E. Lee (his real name) of the *Birmingham News*, the Rebel is the award given to outstanding performers in radio and television in Birmingham.

Mr. Lee concocted the idea, his readers caught on with 6,000 replies in two weeks and WYDE, that city, broadcast the entire proceeding from the gala banquet. The whole idea was so successful, WYDE reports, that the event will become an annual affair.

The winners: Best radio personalities —(male) Bob Powers, WYDE; Duke Rumore, WSGN; (female) Miss Midnight, WSGN. Best tv personalities—(male) Tom York, WBRC-TV; (female) Pat Gray, WBRC-TV. Best newscaster radio—Herb Steadman, WSGN; best newscaster tv—Harry Maybry, WBRC-TV. Best tv sportscaster—Buddy Rutledge, WAPI-TV. Best radio sportscaster—Lynn Faris, Wyde. Best youngsters' show—Cousin Cliff Holman, WAPI-TV.

CBS Radio's summer campaign

CBS Radio is beginning an on-the-air promotion campaign this week to attract more summertime listening to the network. It has distributed various jingles, recorded on a two-sided 33⅓ RPM disc, to affiliates for use this summer. The jingles were composed and arranged by Norman Paris. The vocal portion is by a popular quintet, The Honeydreamers, and lead-in to the jingles are provided by such CBS Radio performers as Arthur Godfrey, Bing Crosby, Rosemary Clooney, Garry Moore and Art Linkletter.

TvAR meets the Jacksonville market

An airplane, a bus, a boat and 4,800 feet of video tape was the sucessful recipe used by WJXT (TV) Jacksonville, Fla., to acquaint TvAR, the station's new rep firm, with its service area.

A two-day junket of Jacksonville and the North Florida market was hosted by WJXT for 23 members of TvAR's management and research staff. Glenn Marshall Jr., president of WJXT, and Dave Booher, general sales manager, acted as tour guides with many leading businessmen.

Climaxing the trip was an hour long closed-circuit show produced by WJXT dealing with the station and its programming concepts.

WSB-TV puts the shoe on the other foot

WSB-TV Atlanta's *Challenge*, a summer series designed to offer new, experimental and creative ideas in local programming, has extended an invitation to two leading television critics to show the public what they (the critics) feel is the ideal program.

Invited were Alan Patureau, *Atlanta Journal*, and Paul Jones, *Atlanta Constitution*, neither of whom has accepted as yet. The station will provide the facilities, a production crew and a director to help the critics with their ideas. The audience will then have an opportunity to criticize the critics.

Drumbeats...

Tourist kits ▪ To help boost interest in the vacation facilities of its market KDAL-AM-TV Duluth, Minn., has assembled a vacationland kit available to listeners who write in. Last year the station sent out more than 3,000 kits.

Cancer crusader ▪ WGLI Babylon, N. Y., netted $125,000 for the American Cancer society in the annual spring Cancer Crusade. Instead of concentrating on direct appeals for donations, as in past years, WGLI found greater success in the fund-raising drive by stressing the need for volunteer collectors. Some 100 volunteers each visited at least 15 homes in their respective neighborhoods to distribute information about cancer and to ask for donations. An added inducement for volunteers, WGLI announced a drawing for a new boat, which was donated by a local dealer.

Meet Boyd ▪ WBT Charlotte, N. C., introduced New York's Madison Ave. early this month to Ty Boyd, morning personality (Mon.-Sat., 6:30-9 a. m.) who has taken over from Grady Cole who had been in that spot for 31 years (now special assistant to the general manager, Jefferson Standard Broadcasting Co., and who will act as roving goodwill ambassador for WBT and WBTV [TV] Charlotte and WBTW [TV] Florence, S. C.). Mr Boyd has been on radio for various stations in both Carolinas. New York newsmen met him at a June 2 luncheon sponsored by CBS Radio Spot Sales.

BROADCAST ADVERTISING

Edward F. Cauley, formerly account head at BBDO, N.Y., joins Lambert & Feasley, that city, as marketing executive in Listerine Products group. **Elias B. Baker,** formerly vp and management account supervisor, Lennen & Newell, N.Y., appointed account supervisor on DuBarry, Ciro and Sportsman accounts.

Mary Wells, copy supervisor, and **John Gronfein,** account supervisor, both of Doyle Dane Bernbach, N.Y., elected vps, that agency.

Robert H. Bowers, formerly owner and operator of art studio in N. Y., where he created layouts and finished art for advertising agencies and industries, named executive vp of Hall and Co., advertising agency, Richmond, Va. **Ralph W. Smith** and **Otis S. White** elected vps, that agency. Mr. Smith formerly was co-owner of Richmond agency where he was in charge of advertising in print and broadcast media. Mr. White was territory sales manager in Virginia for General Foods.

B. B. Randolph and **Blair R. Gettig,** named manager of radio-tv section of advertising department and manager of radio-tv commercial production, respectively, of Aluminum Co. of America, Pittsburgh. Mr. Randolph had been in charge of radio-tv programming while Mr. Gettig headed transportation section of advertising department.

Hal Persons, director of sales, Van Praag Productions, N.Y., named national director of advertising and sales promotion.

Barbara Blumenthal, formerly promotion manager of *Cosmopolitan* magazine and fashion promotion manager of *Good Housekeeping,* joins Lambert & Feasley, N. Y., as fashion and creative coordinator.

Robert E. Hughes, formerly national sales manager, Silk Skin Division, Exquisite Form Industries, N. Y., appointed national sales manager of Exquisite Form division.

Oscar Lubow, recently resigned vp and account supervisor, Young & Rubicam, N.Y., appointed to newly created position, director of promotion services, Lever Bros., N.Y. Mr. Lubow will direct corporate staff work in promotion planning, preparation and analysis.

Walter E. Wilson, former ad agency executive, joins Boland Assoc., advertising and sales promotion firm in San Francisco, as industrial and technical account manager.

John Kamna, formerly account executive, Adams & Keyes, N.Y., appointed advertising manager, Volvo Import Inc., Englewood, N.J. Volvo is Swedish-made automobile imported by U.S.

Reginald H. Mason, co-managing director of Butler & Gardner Ltd., London, England, elected to board of directors, Gardner Adv., St. Louis.

George Rosenthal and **Allen Iftiger** appointed copy writer and media buyer, respectively, in Los Angeles office of Fuller & Smith & Ross. Mr. Rosenthal has for past several years been specializing in magazine writing while Mr. Iftiger comes from Los Angeles office of Lennen & Newell.

William H. Parshall appointed to newly created position of manager, marketing services, H. J. Heinz Co., Pittsburgh. He is succeeded as manager of advertising by **James A. Gordon,** who has been Mr. Parshall's assistant.

John S. Nussbaum, formerly managing director, Young & Rubicam, Frankfurt *am* Main, Germany, joins N. W. Ayer & Son, N.Y., as representative. **Florenz J. Fenton, James B. Winpenny III, Warren D. Lunstead** and **Allen A. Jetter** join copy department in N. W. Ayer & Son's Philadelphia office. Mr. Fenton was copywriter, Arndt, Preston, Chapin, Lamb & Keen, Philadelphia. Mr. Winpenny formerly worked in promotion department, GE missile and space vehicle department, Philadelphia, and advertising and sales promotion deportment, GE, Schenectady, N.Y. Mr. Lunstead was copywriter, systems division, and account manager, Univac division of Remington Rand, while Mr. Jetter was advertising and publicity assistant, Jersey Central Power & Light Co. and New Jersey Power & Light Co. **Robert G. Chambers,** formerly copywriter, Foote, Cone & Belding, Chicago, joins N. W. Ayer & Son as copywriter in same city.

AAAA appoints new committee heads

American Assn. of Advertising Agencies has appointed chairmen and vice chairmen of national committees for 1961-62. Chairmen of six committees of board of directors are appointed from among AAAA directors-at-large. They are, with their vice chairmen as follows: Advertising relations: **Norman H. Strouse,** J. Walter Thompson, New York, and **Phillip H. Schaffer,** Leo Burnett, Chicago. Agency administration: **Charles H. Brower,** BBDO, New York, and **David C. Stewart,** Kenyon & Eckhardt, New York. Agency personnel: **Ray O. Mithun,** Campbell-Mithun, Minneapolis, and **Arthur M. Sackler,** William Douglas McAdams, New York. Government, public and educator relations: **Clinton E. Frank,** Clinton E. Frank, Chicago, (vice chairman to be appointed). Improving advertising: **David B. Williams,** Erwin Wasey, Ruthrauff & Ryan, New York, (vice chairman to be appointed). Media relations: **William E. Steers,** Doherty, Clifford, Steers & Shenfield, New York, and **Thomas B. Adams,** Campbell-Ewald, Detroit. Chairmen and vice chairmen of standing committees as follows: Broadcast media: **William S. Mathews,** Young & Rubicam, New York, and **Ruth Jones,** J. Walter Thompson, New York. International advertising: **Irwin A. Vladimir,** Gotham-Vladimir Adv., New York, and **William A. Weaver,** Griswold-Eshleman Co., Cleveland. Research: **Paul E. J. Gerhold,** Foote, Cone & Belding, New York, and **Donald L. Kanter,** Tatham-Laird, Chicago. Radio and tv administration: **David Miller,** Young & Rubicam, New York, and **Mildred Sanders,** Honig-Cooper & Harrington, Los Angeles.

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings

Havis Medwick, New York business manager of radio-tv, Erwin Wasey, Ruthrauff & Ryan, appointed assistant director of that department.

Robert B. Conroy, formerly national field director, N. W. Ayer & Son, Detroit, joins Geyer, Morey, Madden & Ballard, as marketing specialist, western division, Racine, Wis.

Michael Davidson, Schwerin Corp., New York, to manager of Schwerin Systems Ltd., Toronto.

Robert P. Vivian, assistant to advertising and promotion manager of Organic Chemicals Div. of American Cyanamid Co., Bound Brook, N.J., succeeds **Gerard B. Meynell** as manager of advertising and promotion for Dyes Dept., that company, in N.Y. office.

John Dunford, formerly with Lambert & Feasley, joins Wesley Associates, N.Y., as media director.

THE MEDIA

C. O. Jeffress elected president of Greensboro (N.C.) News Co., operating WFMY-TV, following death of his father, E. B. Jeffress, May 23. **Mrs. Mary Louise McLean,** his sister, elected secretary. Mr. Jeffress will continue to serve as general manager of newspaper-tv property, post he has held for number of years.

Alan S. Englander, assistant treasurer of Whitney Communications Corp., N.Y., appointed treasurer of Corinthian Broadcasting Corp., that city, in addition to current responsibilities.

Dick Doty, executive vp and general manager of Florida Air-Power (WWIL-AM-FM Ft. Lauderdale), appointed effective June 19th vp of programming, news and pr, newly created post of Rand Broadcasting Co., owners of WINZ Miami, WINQ Tampa, and WEAT-AM-TV West Palm Beach, all Florida.

Mr. Starr

Ray Starr, radio-tv director of Florida State Theatres Inc., and long time radio and tv executive, promoted to position of executive assistant to president. Mr. Starr will be based in company's office in Panama City, Fla. Dixie Radio Stations are WDLP-AM-FM Panama City and WCOA Pensacola, both Florida, and KCIL Houma, La.

Dr. Frank Stanton, CBS Inc. president, on June 4 received Hamilton College's honorary doctor of laws degree for making "possible the historic debates between the presidential candidates of 1960."

Don French, producer of special program features for Crowell-Collier Broadcasting Corp. at its headquarters at KFWB Los Angeles for several months and previously program director of CCB's KDWB Minneapolis-St. Paul, has been appointed program director of KEWB, CCB station in Oakland-San Francisco.

Honorary admiral

Earle J. Gluck, pr director of WSOC-TV Charlotte, N. C., named admiral in North Carolina Navy in appreciation of his help in organizing statewide campaign to save battleship named after that state. Plans are being made to use battlewagon as museum and World War II memorial. WSOC-TV and other stations throughout the state telecast specially-produced show to kick off campaign for public subscriptions.

F. Keith Trantow resigns as manager, plans development for NBC's corporate planning staff, to become president of Coconino Telecasters, permittee of KYMA (TV) Flagstaff, Ariz., and vp of Durasell Corp., N. Y., maker of DS-128, automatic motion picture, sound-on-film projector which is used as sales tool by agencies to test commercials.

George Arnold, formerly manager of client relations, CBS Radio Spot Sales, promoted to director of marketing and client relations. **Allan Hughes,** client relations representative in N.Y., takes over as manager of client relations for CBS Radio Spot Sales.

David Savage, vp in charge of tv and radio for Lynn Baker Advertising Agency, N. Y., resigns, effective June 1.

John T. King, formerly New England manager for Peters, Griffin, Woodward, appointed manager of Boston office of The Katz Agency.

Hugh Pieron, commercial manager of WJOB Hammond, Ind., resigns.

Charles E. Wilson, in sales and promotion for WCFL Chicago, appointed director of research, merchandising and promotion.

Lloyd Loers, sales manager for KGLO-AM-FM-TV Mason City, Iowa, named national sales representative for Forward Group stations (WTAD and KHQA-TV Quincy, Ill.; WMTV [TV] Madison, Wis.; KEYC-TV Mankato, Minn.), subsidiary of KGLO. **Doug Sherwin** will become radio-tv program director for KGLO stations with additional duties of film buyer for tv operations of Forward Group. **Ken Kew** named director of public services, duties encompassing administration of news, sports, farm, weather and pr. **Bob Clausen** named assistant program director and chief weatherman for KGLO-AM-FM-TV. **Al Heinz,** farm director, takes on additional duties of news editor for KGLO-AM-FM-TV. **Paul Millen,** assistant national sales manager for Forward Group, will return to Quincy, Ill., to work with national sales manager **Walter Rothschild,** who is also general manager of KHQA-TV Quincy. Moves were designed to consolidate operation of KGLO and Forward Group stations.

Howard M. Girouard, account executive for NBC-TV's film division, named national sales manager of Ivy Broadcasting Co., Ithaca, N.Y.

Paul H. Martin, national sales manager for KHJ, KFRC and WHBQ in Los Angeles, San Francisco and Memphis, respectively, appointed general sales manager of KGB San Diego.

Jack H. White, eastern sales manager of H-R Television, N.Y., promoted to newly created post of national tv sales manager. **John T. Bradley,** Chicago tv sales manager, promoted to newly created post of midwestern sales manager. Other changes, all in New York, are: **Art Berla, Cal Cass, Al Ritter** and **Robert Mandeville,** all account executives, named assistant sales manager in charge of special projects, assistant sales manager of systems and procedures, assistant N.Y. sales manager for eastern tv stations, assistant sales manager for western tv stations. **Mary Ann Sanchirico,** member of research department specializing in radio, named to newly created position of radio research manager.

Raymond J. Cheney, co-owner, vp and general manager of KRES St. Joseph, Mo., appointed sales manager of WNBF Binghamton, N. Y. **Elio Betty Jr.** named sales representative for WNBF-TV.

Roger L. Micheln, regional sales manager of WFRV (TV) Green Bay, Wis., promoted to position of acting general sales manager.

Tim Moore, account executive for

KOIL Omaha, Neb., promoted to assistant local sales manager.

Uie Altman appointed local sales manager of KOGO San Diego.

Bob Swanson, formerly account executive with WBBM Chicago, to Chicago Radio Sales Office of WLW Cincinnati.

William G. Rhodes, district manager of National Telefilm Assoc., Pittsburgh, joins sales staff of WIIC (TV), that city.

W. F. Lake appointed account executive for WGRD Grand Rapids, Mich.

Bob Hance, assistant promotion manager for WBAL-TV Baltimore, appointed account executive.

Allen R. Shaw, account executive for Warren Adler Ltd., Washington advertising agency, joins WRC, that city, in similar capacity.

Earl G. Thomas, formerly account executive for McCann-Erickson, Hicks & Greist, Grey Adv. and more recently in group plan sales for radio, Blair, N.Y., appointed to Blair-Tv Sales special projects division staff specializing in sale of "Factuals."

Bob Stephens, formerly with Headley-Reed, appointed to radio sales staff of The Katz Agency, San Francisco.

Charles T. Dempsey, former account executive for former Headley-Reed-TV, N.Y., joins sales staff of Petry Television, that city.

Ervin T. Melton, WBTV (TV) Charlotte, N. C., elected president of Radio-TV News Directors Assn., succeeding Buddy Womick of WESC Greenville.

Amory Houghton, chairman of executive committee of Corning Glass Works and U.S. Ambassador to France from 1957-1961, named member of board of directors of National Education & Radio Center, N. Y.

Harry Dowd, office manager for WPOR Portland, Maine, appointed acting station manager. Mr. Dowd replaces **Raymond Mercier,** resigned.

George H. Allen, assistant to president of Meredith Publishing Co., Des Moines, elected vp. In his last position he worked with company's broadcasting division in New York. Prior to joining Meredith, he served as general manager and assistant publisher of McCall Corp., New York.

Ray Garland promoted to administrative assistant, studio operations department, CBS-TV Hollywood.

Jack Meyer, vp and director of sales for Mobile Video Tape, named director of video tape sales of KCOP (TV) Los Angeles.

Since April 8, 1923

Reverend Dr. R. R. Brown (l) accepts commemorative plaque from Frank P. Fogarty, executive vp of Meredith Broadcasting Co. on occasion of Rev. Brown's 2,000th consecutive broadcast of *Chapel Service* over WOW Omaha, Neb. Rev. Brown has not missed either appearing on or directing one of the broadcasts since beginning program on April 8, 1923.

Henry R. Flynn, formerly vp and general manager of Crosby/Brown Productions, named west coast sales manager, Storer Television, Los Angeles and San Francisco.

Alec Gifford, managing editor of WDSU-TV New Orleans news department, elected president of Associated Press Broadcasters Assn. of Louisiana and Mississippi.

Warren Hull joins WTAR-TV Norfolk, Va., as producer and master of ceremonies of weekly tv program beginning June 20.

Raymond J. Smith, assistant manager of engineering for WGR-AM-FM-TV Buffalo, promoted to manager of engineering.

Leland C. Bickford, news director for WNAC-AM-TV Boston and Yankee Network, retires. Mr. Bickford is being promoted to newly created position of consultant to Yankee Network news service and news departments of WNAC-AM-TV. **Bill Whalen,** assistant news director since April 1961, named to replace Mr. Bickford.

Charles Cox, newsman for WSFA-TV Montgomery, Ala., appointed news director.

Tom Sherlock member of KPHO Phoenix, Ariz., news staff, appointed director of news for KPHO-AM-TV.

Irwin S. Brown, acting news director of WSUN-AM-TV St. Petersburg, Fla., appointed news director.

Don Weston of KGVO Missoula, Mont., appointed news and public affairs director of recently formed Western Broadcasting Co. of Montana. Mr. Weston will supervise news reporting and public affairs programming for WBC's four Montana radio outlets; KGVO Missoula; KCAP Helena; KBMN Bozeman; and KURL Billings.

Paul J. Dugas, news and sports director of WBBX Portsmouth, N.H., appointed assistant news and sports director for WORL Boston.

Charles G. Cromwell appointed news editor of KERG Eugene, Ore. Mr. Cromwell has been with station since Oct. 1959.

Tom O'Brien, formerly director of news, WINS New York, and director of radio and tv production in 1956 presidential race, joins WABC, that city, as director of news and public affairs, effective June 12.

Jack Vail, newsman with WGBS Miami, joins WWIL-AM-FM Ft. Lauderdale, as director of news and special events.

Larry Schields, night supervisor for KTLA (TV) Los Angeles, appointed news director for KCBQ San Diego.

STOP

Don't buy a chronograph or timer until you can select the one best suited to your individual requirements. There are hundreds of varieties, each with a combination of functions to meet specific needs. To be sure you make the right choice — write for our free catalog and name of nearest Racine Jeweler.

Jules RACINE & Company, Inc.

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Headquarters for the finest timers and chronographs since 1890. Featuring Gallet, Galco, Security, Guinand.

Douglas E. Woodward, newsman for UPI Bureau in Concord, N.H., appointed news director of WHEB Portsmouth, N.H.

Roger Mudd, member of news and public affairs staff of WTOP-TV Washington, joins CBS News staff, that city, effective July 1.

Jim Gordon, formerly news announcer, WNEW New York, appointed news and special events announcer, WINS, that city.

Al Helfer, formerly sports, news and special events reporter, WLW Cincinnati, joins Mutual as a newscaster in N.Y.

Joyce Carr, Washington singer, named weather girl for WTTG (TV), that city.

Bill Dane joins KOKE Austin, Tex., as air personality.

Randi Rambo, all night girl d.j. from WSGN Birmingham, Ala., to KILT Houston, in similar capacity.

PROGRAMMING

Frank O'Driscoll appointed central division manager of Filmaster, producers of filmed tv commercials and programs. Mr. O'Driscoll, who will headquarter in Chicago, was with Official Films and Louis G. Cowan as head of eastern sales. **Robert F. Mahoney,** account executive for BBDO, joins company's New York sales staff.

Burt Nodella, formerly production executive, Roncom Productions, Studio City, Calif., named director of program development, western division, ABC-TV.

William Clark, production manager of Barnes Chase Co., San Diego advertising agency, joins Image Art Studio, newly created division of Frye & Smith Ltd., that city, in similar capacity.

Don Boutyette, independent publicist, elected president of Screen Publicists Guild, IATSE Local 818, Hollywood, for two-year term. He had been SPG president twice previously, in 1956-57 and 1957-58, when officers were elected for one year only. Other officers, also to serve for two years, are: first vp, **Don McDonald,** Universal International; second vp, **Bob King,** Disney; treasurer, **Jack Garber,** UI; secretary, **Ann del Valle,** independent.

Milton Orman, field attorney for National Labor Relations Board for past eight years, appointed radio-tv contract administrator for Writers Guild of America, West, replacing **John Schallert** who will assume position with MCA Artists Ltd.

Mel Ferber, producer-director for CBS-TV for ten years, resigns to accept freelance directorial assignments. He is presently engaged in directing program in series produced by Talent Assoc.

Walter M. Mirisch, head of Mirisch Productions, elected president of Screen Producers Guild for third term. Also elected at SPG annual meeting June 5 were **Julian Blaustein,** MGM, first vp; **Fred Kohlmar,** Columbia Pictures, second vp; **Frank P. Rosenberg,** Warner Bros., third vp; **Robert Cohn,** Columbia, secretary; **Jerry Bresler,** Columbia, treasurer; **Louis F. Edelman,** independent tv packager, second assistant treasurer.

Harold Mucke, field representative for ASCAP in San Francisco, succeeds **William S. Hoffman** as district manager of Portland, Ore., office. Mr. Hoffman has been appointed district manager of ASCAP's Los Angeles office. **Ronald M. Underwood,** division representative in St. Louis office, named manager in New Orleans.

Frederick W. Yardley, formerly associated with Motion Pictures For Television and C&C Films, appointed regional account executive, midwest territory, Jayark Films Corp., N. Y. **Alex A. Nolfi,** formerly associated with Ziv-UA and Romper Room, Baltimore, Md., named to account executive staff, midwestern territory.

Charles R. Fagan, Robert Foster and **Jeff Maguire** named account executives, CBS Animations, new department of CBS Films, N.Y. Mr. Fagan formerly served as program developer, Video Tape Productions. Mr. Foster was eastern sales manager, video tape department, CBS Television Productions while Mr. Maguire was sales manager, MVT-TV, N. Y.

Arthur Coford joins sales staff of Bonded TV Film Service, division of Novo Industrial Corp., which provides tv film service to advertising agencies and film distributors. Mr. Coford was associated with Kenco Films and Trim TV Service Corp.

EQUIPMENT & ENGINEERING

Esterly C. Page, founder of Page Communications Engineers, international communications subsidiary of Northrop Corp., elected chairman of Page board, succeeding **Thomas V. Jones,** president of Northrop. **Joseph A. Waldschmitt,** executive vp, elected president and chief executive officer, succeeding Mr. Page. **Richard E. Horner,** Northrop senior vp, elected to Page board, succeeding Mr. Jones. **Glenn G. Peebles,** director of construction and installation and **Charles L. Ill,** director of administration, elected vp's.

W. F. Wells, manager of manufacturing-engineering in computer department for General Electric in Phoenix, Ariz., appointed senior vp and general manager of Midwestern Instruments, Tulsa, Okla., electronic instruments manufacturer.

Dean C. Smith, president of Smith-Palmer Machine Corp., Chicago, elected vp manufacturing of Oak Manufacturing Co., Crystal Lake, Ill., component manufacturers for electrical and electronics industries.

A. N. Curtiss, formerly general manager of west coast missile and surface radar division, RCA Defense Electronic Products, appointed to newly created position of manager, administration, RCA Laboratories, Princeton, N.J.

Raleigh E. Utterback, proposition engineer in closed circuit tv, technical products operation for General Electric, Syracuse, N. Y., named west coast district manager for closed circuit tv equipment sales in Redwood City, Calif. **Herman F. Zaiss Jr.** named manager-engineering for traveling wave tube product section of power tube department. Mr. Zaiss, formerly manager of klystron manufacturing unit at GE's power tube department in Schenectady, will headquarter in Palo Alto, Calif.

John M. Haerle, formerly director of product lines at Collins Radio Co., Cedar Rapids, Iowa, promoted to director of advertising and pr. He succeeds **R. S. Gates,** executive vp who has been serving as acting director of advertising and pr. In his new post, Mr. Haerle will be responsible for all advertising and public relations activities of Collins' various divisions and subsidiaries. He joined Collins five years ago as manager of broadcast product line and since then has served as southern region sales manager and later as assistant general sales manager.

James J. McLaughlin, formerly director of advertising for Sunbeam Corp., to Webcor Inc., Chicago, in newly created position of director of marketing. His responsibilities will include sales and advertising for both Webcor and Dormeyer divisions.

Frank A. Comerci, formerly senior electronics engineer, Audio Services Inc., joins staff of CBS Labs as manager of magnetics research department, Stamford, Conn.

INTERNATIONAL

John Cuff, formerly managing director, Benton & Bowles Ltd., London, England, elected chairman of board. **Douglas Lowndes** and **Townsend Griffin** appointed joint managing directors. Mr. Lowndes was director, Lamb &

Robinson (now Benton & Bowles Ltd.) in London. Mr. Griffin was vp, Benton & Bowles, N. Y. **Arthur Tyler,** currently director of media and research unit, B&B, London, named vice chairman, finance and office administration. **David Kingsley** and **Bruce Rhodes,** formerly associate directors, B&B, London, named to board of directors.

Eugene S. Hallman, vp for programming of Canadian Broadcasting Corp., elected member of board of trustees, Broadcasting Foundation of America. Mr. Hallman formerly served as director of radio networks and director of radio network programming of CBC.

Jerry Gomez named to head Magnum Television International's sales office in Buenos Aires. Mr. Gomez, whose Argentine company, TV Films Distribution, will now exclusively represent Magnum, was formerly handling tv series from ABC Films, 20th Century Fox, and TV Interamericana.

Ian Grant, formerly of CHCT-TV Calgary, Alta., and Radio Representatives Ltd., Toronto, Ont., to client service representative of McDonald Research Ltd., Toronto.

Michael Hind-Smith, manager of CBLT (TV) Toronto, Ont., to national program director of Canadian Television Network Ltd., that city.

DEATHS

George S. Fowler, 76, senior vp of Cunningham & Walsh, New York, died June 5 at his home. Mr. Fowler joined Newell-Emmett Co. in 1932, becoming partner in agency which later became Cunningham & Walsh.

Kenneth E. Chernin, 41, promotion director for radio-tv division of Triangle Publications Inc., died June 7 in Philadelphia. He has been with Triangle since 1956, serving as radio-tv promotion director since 1957.

Herbert C. Lund, 56, vp of Erwin Wasey, Ruthrauff & Ryan, Chicago, died May 27 at Geneva Hospital after sudden heart attack. He had been with agency 17 years, served on such accounts as General Mills, Carey Salt, Quaker Oats, Empress Coffee and Frito. Before that he had been with Knox Reeves Adv.

Harold Mitchell, 67, founder of Mitchell Advertising Agency, N. Y., died May 31 in Winston-Salem, N.C.

Fred C. Beckwith, 37, national sales manager of KCRA Sacramento, died June 3 following an automobile accident.

Jess Kimmel, 46, production manager and director in theatre and tv, Studio City, Calif., died May 31 in his N.Y. apartment.

Emile N. Hill, 55, chief engineer for WADO New York, died May 5 of heart attack at his home.

Al Pearce, 62, former radio and tv comedian, died June 2 in Newport Beach, Calif. During 1930's, his Elmer Blurt, low-pressure salesman who approached each door with mumbled "Nobody home, I hope, I hope," was among radio's best known characters.

J. Harold Ryan, Storer executive, dead at 75

J. Harold Ryan, 75, co-founder, director and senior vp of Storer Broadcasting Co., died June 6 at Miami (Fla.) Heart Institute after brief illness. He had been in semi-retirement for several years. Mr. Ryan started business career with Arbuckle-Ryan Co., Toledo, and served as president of firm from 1918 to 1928, when he started long association with George B. Storer. They founded Fort Industry Oil Co., which was re-named Storer Broadcasting in 1952. Mr. Ryan helped build company from single, 50 w station to today's 12 maximum power stations in nine cities. Listed in *Who's Who,* Mr. Ryan was president of National Assn. of Broadcasters in 1944-45. He was past president of Broadcast Music Inc., and was chairman of Broadcast Measurement Bureau which was formed while he was NAB president. During World War II, Mr. Ryan was assistant director of censorship, in charge of censorship proceedings for all national and international radio broadcasts.

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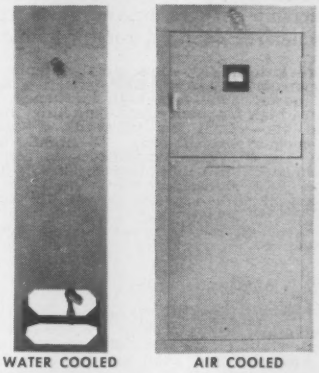

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING June 1 through June 7. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

ACTION BY FCC

Columbia, S. C.—First Carolina Corp. Granted uhf ch. 25 (536-542 mc); ERP 15.28 kw vis., 7.64 kw aur.; ant. height above average terrain 649 ft., above ground 554 ft. Estimated construction cost $181,257, first year operating cost $377,000, revenue $440,000. P.O. address 1007 Barringer Bldg., Columbia, S. C. Studio and trans. location Shakespeare Rd. & Wisteria St., Columbia, S. C. Geographic coordinates 34° 03′ 22″ N. Lat., 80° 58′ 52″ W. Long. Trans. RCA TTUIB, ant. TFU21BL. Legal counsel James E. Greeley, Washington, D. C. Consulting engineer Silliman, Moffett & Rohrer, Washington, D. C. Principals include **Phil E. Pearce, Geddings H. Crawford Jr., John W. Huggins,** 16⅔% each, **Henry F. Sherrill,** 11⅔%, and others. Mr. Sherrill is attorney. Mr. Pearce is with investment firm. Mr. Crawford is part owner of investment firm. Mr. Higgins is banker. Action June 1.

APPLICATION

***Hampton-Norfolk, Va.—Hampton Roads Educational Tv Association** uhf ch. 15 (476-482 mc); ERP 214 kw vis., 107 kw aur.; ant. height above average terrain 480 ft., above ground 503 ft. Estimated construction cost $177,997.33, first year operating cost $80,000. P.O. address 402 E. Charlotte St., Norfolk 10. Studio location yet to be determined; temporarily sharing facilities of Norfolk commercial stations. Trans. location Hampton; geographic coordinates 37° 02′ 20″ N. Lat., 76° 18′ 30″ W. Long. Trans. G.E. TT-25-A, ant. G.E. TY-25-A. Legal counsel Cohn & Marks, Washington, D. C.; Consulting engineer Jules Cohen, Washington. Principals are boards of education of cities of Hampton and Norfolk. Ann. June 1.

Existing tv stations

ACTION BY FCC

WNOK-TV Columbia, S. C.—Granted mod. of license to specify operation on ch. 19 instead of ch. 67 pursuant to report and order adopted Feb. 8, effective March 17; ERP vis. 214 kw; aur. 107 kw; ant. height 640 ft. Action June 2.

New am stations

Action by FCC

Aitkin, Minn.—Lake Region Broadcast Service. Granted 930 kc; 1 kw. D. P.O. address Aitkin. Estimated construction cost $18,528, first year operating cost $28,040, revenue $39,500. Principals: **Fred H. Moegle** and **Albert H. Wiese** (each 50%) are employes of KWK St. Louis, Mo.; Mr. Moegle as announcer and Mr. Wiese as engineer. Action June 1.

APPLICATIONS

Grand Haven, Mich.—Quality Bcstg. Co. 1500 kc, 250 w D. P.O. address Grand Haven. Estimated construction cost $10,570, first year operating cost $32,730, revenue $50,000. Principals: **Jack W. Huizenga, Douglas J. Tjapkes, Forrest Salisbury** (each one-third). Mr. Huizenga is student through June 1961; Mr. Tjapkes is news director of WJBL Holland; Mr. Salisbury is undersheriff of Ottawa County, Mich. and has owned poultry business. Ann. June 1.

McSherrystown, Pa.—Pennland Bcstg. Inc. 1250 kc; 250 w D. P.O. address Rd. #5 Gettysburg. Estimated construction cost $13,895, first year operating cost $50,000, revenue $70,000. Principals: **James L. O'Conner Jr., David W. Beck** (each one-third), **Vincent A. Pepper** and **E. Stratford Smith** (each 16⅔%). Mr. O'Conner owns 23.6% of WETT Ocean City, Md., is employe of Bendix Aviation Corp. and owns farm in Gettysburg; Mr. Beck owns 20% of WETT and is superintendent of water & sanitary installations for diesel engine & pump firm; Messrs. Pepper and Smith are equal partners in Washington, D. C. law firm; Mr. Pepper is secretary-treasurer and director of KBUZ-AM-FM Mesa, Ariz.; Mr. Smith is vice president of microwave common carrier firm. Ann. June 1.

Existing am stations

ACTIONS BY FCC

KTOB Petaluma, Calif.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Chmn. Minow not participating. Action June 7.

KBLF Red Bluff, Calif.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Chmn. Minow not participating. Action June 7.

KSYC Yreka, Calif.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Chmn. Minow not participating. Action June 7.

WMMB Melbourne, Fla.—Granted mod. of cp to change type trans. Action June 2.

WPLK Rockmart, Ga.—Granted increased power on 1220 kc, D, from 250 w to 500 w; engineering condition. Comr. Craven absent. Action June 1.

KAOK Lake Charles, La.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, with DA-D, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Action June 1.

WPPA Pottsville, Pa.—Granted increased daytime power on 1360 kc from 1 kw to 5 kw, DA-2, continued 500 w operation at night; engineering conditions. Action June 7.

WOKE Charleston, S. C.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Action June 7.

WOPI Bristol, Tenn.—Granted mod. of cp to change type trans. Action June 2.

KRIC Beaumont, Tex.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action June 1.

KAPY Port Angeles, Wash.—Granted mod. of cp to change type trans. and make changes in ground system. Action June 2.

WNAM Neenah, Wis.—Granted mod. of license to change designation of station location to Neenah-Menasha. Action June 1.

APPLICATIONS

KBEA Mission, Kans.—Cp to change hours of operation from D to unl., using power of 500 w, 1 kw LS, make change in DA system (add three towers) and change from DA-D to DA-2. Ann. June 1.

KYSM Mankato, Minn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (requests waiver of Sec. 1.308 and/or Sec. 1.310 of rules.) Ann. June 5.

New fm stations

ACTIONS BY FCC

Phoenix, Ariz. Ward James Atkinson—Granted 96.9 mc; 4.8 kw. Ant. height above average terrain 1537 ft. P.O. address 37541 Carson Rd., Farmington, Mich. Estimated construction cost $19,113, first year operating cost $24,974, revenue $23,725. Principal is **Mr. Atkinson.** He has no other business interests. Action June 7.

***Point Lookout, Mo.—School of the Ozarks.** Granted 88.1 mc; 8.71 w.; ant. height above average terrain 162 ft. P.O. address Point Lookout. Estimated construction cost $7,480, first year operating cost $3,500. **School of the Ozarks** is high school and junior college in Point Lookout. Action May 1.

Clovis, N. M. Norman E. Petty—Granted 99.9 mc; 3.14 kw. Ant. height above average terrain 68 ft. P.O. address 1321 West Seventh St., Clovis. Estimated construction cost $20,088, first year operating cost $25,000, revenue $27,000. Principal is **Mr. Petty.** He has trio, and music publishing and electronics equipment sales businesses. Action June 1.

Babylon, N. Y. WGLI Inc.—Granted 94.3 mc; 1 kw. Ant. height above average terrain 120 ft. P.O. address Falmouth Rd. & Madison Ave., Babylon. Estimated construction cost $6,000, first year operating cost and revenue no increase over am operation. Principal is **Friendly Frost Inc.** Its owners include **Gerald O. Kaye** (20.08%), **Frank Perloff** (22.69%), and **Vincent Giordano** (22.69%). WGLI Inc. is licensee of WGLI and WTFM (FM). Action June 7.

APPLICATIONS

Charlotte, N. C.—WIST Inc. 95.1 mc; 25.48 kw unl. Ant. height above average terrain 264 ft. P.O. address 112 S. Tryon St. Estimated construction cost $22,415; first year operating cost $5,000; revenue $3,000. **Henderson Belk,** sole owner of WIST Inc., is licensee of WORD Spartanburg and has owned WGUS North Augusta, both South Carolina. Ann. June 2.

Whiteville, N. C. Whiteville Bcstg. Inc.—99.1 mc; 7.5 kw unl. Ant. height above average terrain 158 ft. P.O. address box 700. Estimated construction cost $16,800; first year operating cost $5,475; revenue $10,950. Principals are **James C. High** (40%), **Lee Braxton, W. Crowell Black** and **J. Herman Leder** (each 20%), who own similar interests in WENC (AM) Whiteville. Ann. June 1.

Galax, Va.—Carroll-Grayson Bcstg. Corp. 95.1 mc; 5.7 kw unl. Ant. height above average terrain 182 ft. P.O. address box 270. Estimated construction cost $15,764; first year operating cost $10,750; revenue $12,500. Principals are **Robert V. Morris** (60%); **B. C. Vaughan** (25%); **Joseph P. Crockett, W. Edward Boyer, J. Brice Parks** (each 5%), who own similar interests in WBOB (AM) Galax. Ann. May 31.

Existing fm stations

ACTION BY FCC

WAZZ (FM) Pittsburgh, Pa.—Granted cp

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to install new trans.; increase ERP to 79 kw; remote control permitted; waived Sec. 3.205 of rules to permit studio to be located at site outside city limits of Pittsburgh and not at trans. site. Action June 2.

APPLICATION

WPBC-FM Minneapolis, Minn.—Cp to change station location from Minneapolis to Richfield, Minn.; change ant.-trans. and studio locations, change ant. and trans., increase ERP and ant. height above average terrain and delete remote control operation. Ann. June 7.

Ownership changes

ACTIONS BY FCC

WAUD Auburn, Ala.—Granted acquisition of positive control by Elizabeth J. and Elmer G. Salter (as family group) through purchase of stock by Elizabeth J. Salter from C. I. Shelkofsky Jr. Action June 2.

KBCO-FM San Francisco, Calif.—Granted transfer of control from Saul R. Levine to F. E. Wilson; latter to buy remaining 80% interest for $15,000. Action June 7.

KBRB Arvada, Colo.—Granted assignment of cp from John L. Buchanan to Frances C. Gaguine and Bernice Schwartz, d/b as Denver Area Bcstrs. (Bernice Schwartz has interest in station WINQ Tampa, Fla.); consideration $20,486 for expenses. Chmn. Minow and Comrs. Bartley and Ford dissented. Action June 1.

KICN Denver, Colo.—Granted transfer of control from Don W. Burden and Dorothy F. Storz to TV Denver, Inc. (KBTV ch. 9 Denver); consideration $200,000 and agreement that Mr. Burden not compete within 50 miles of Denver for 10 years. Action June 7.

WVST (FM) St. Petersburg, Fla.—Granted assignment of cp to WVST Inc. (Wm. J. Erdman II, Robert C. Grasberger and Geo. A. Koehler); consideration $3,105 for expenses. Action June 1.

WAUC Wauchula, Fla.—Granted acquisition of positive control by Robert S. Taylor through purchase of stock from Edmund D. and Laura F. Covington. Action June 2.

WDJK (FM) Atlanta, Ga.—Granted assignment of cp to Mitchell Melof (owns WLAQ Rome, Ga.); consideration $1,250 for expenses. Action June 1.

WAMV-AM-FM East St. Louis, Ill.—Granted assignment of licenses for stations WAMV-AM-FM and cp for auxiliary trans. for WAMV to Stanlin, Inc. (L. R. Picus president, and two others have interest in station WOBS Jacksonville, Fla.); consideration $350,000 and stockholders have agreed not to compete for five years within 100 miles of St. Louis, Mo. Action June 1.

WMIK Middlesboro, Ky.—Granted transfer of control to Beulah C. Kincaid, Maurice Henry and Helen K. Henry who will pay $77,549 for 63.36% interest. Action June 7.

WKOP-AM-FM Binghamton, N. Y.—Granted (1) transfer of control from Frank H. Altdoerffer to himself and family group and (2) transfer to Andrew Jarema, present president and 44.67% stockholder; stock transaction. Action June 7.

WRVM-AM-FM Rochester, N. Y.—Granted assignment of am license and fm cp to Johnston-Taylor Bcstrs. Inc.; consideration $178,000. Assignee operates WOTT Watertown, N. Y. Action June 7.

WSYD Mount Airy, N. C.—Granted acquisition of positive control by Erastus F. Poore (now 26.4% owner) through purchase of additional 26.4% interest from Robert Hennis Epperson for $36,446. Action June 1.

WEEW Washington, N. C.—Granted assignment of cp to WEEW Inc. (James B. Newman, vice president, has minor interest in WRXO AM-FM Roxboro, and WOOW Greenville, N. C.); consideration includes assumption of obligations, stock transaction and tower leasing. Action June 7.

WONE, WIFE (FM) WONE-TV (ch. 22) Dayton, Ohio—Granted assignment of radio licenses and tv cp to WONE Inc. (Brush-Moore Newspapers Inc.); consideration $1,650,000 and agreement that Ronald B. Woodyard and D. Tatum will not compete within 100 miles for 10 years, for which they will be paid $165,000 and $55,000 respectively, and their employment as consultants for 5 years at $25,000 and $5,000 respectively. Brush-Moore Newspapers operate WHBC AM-FM Canton, Ohio, and WPDQ Jacksonville, Fla. Comr. Bartley abstained from voting. Action June 7.

KGRL Bend, Ore.—Granted assignment of license to John H. McAlpine, tr/as McAlpine Bcstg. Co.; latter to buy remaining 65% interest from C. E. Wilson for $55,250. Chmn. Minow and Comr. Lee dissented. Action June 7.

KOPY Alice, Tex.—Granted assignment of licenses to Norman Building Corp. (Robert N. Aylin, president); consideration $200,000. Action June 7.

KXYZ-AM-FM Houston, Tex.—Granted assignment of license of station KXYZ and cp for station KXYZ-FM to Radio Station KXYZ Inc. (Lester, Max and Morris Kamin own Public Radio Corp., stockholder of assignee, which owns station KAKC Tulsa, Okla., and 92% owner of station KBKC Mission, Kans.); consideration $1,000,000. Chmn. Minow and Comr. Lee dissented. Action June 1.

WJMA Orange, Va.—Granted assignment of license and cp to WJMA Inc. (Archibald C. Harrison Jr., president); consideration $60,000. Assignor and its stockholders have agreed not to compete in Orange, Culpeper or Louisa Counties for 5 years except for operation of stations WINA-AM and FM, Charlottesville. Action June 1.

KFHA Lakewood, Wash.—Granted (1) renewal of license and (2) assignment of license to Radio Sales Corp. (Ralph W. Burden Jr., president, and wife own 50% of KEEP Twin Falls, Idaho) consideration $60,000. Action June 7.

APPLICATIONS

WSAF Sarasota, Fla.—Seeks assignment of license from Radio Sarasota Co. to Radio Sarasota Inc.; no financial consideration involved. Ann. May 24.

KDLK Del Rio, Tex.—Seeks assignment of license from **Don R. Howard,** sole owner of Del Rio Bcstg. Co., to **James D. Patterson** (39%), **Jack R. Crosby** (51%) and **Julius Sadowsky Jr.** (10%), d/b as Queen City Bcstg. Co., for $112,500. Mr. Patterson is mathematical data specialist; Mr. Crosby is 28.57% stockholder in Del Rio Tv Cable Corp. (catv firm), 28.57% stockholder in microwave communications common carrier firm and owns 25% of property ownership firm; Mr. Sadowsky is teacher and owns record shop and advertising firm; has been program manager of KDLK. Ann. June 1.

KNFM (FM) Midland, Tex.—Seeks transfer of all shares of stock owned by Wallace R. Jackson in FM Associates (25% of total) to Rudolph M. Rubin Jr., William R. Mettler and James R. Favors (presently owning 25% each; 8.33% to each, so that remaining partners will each have one-third interest), consideration $5,682. Ann. June 1.

WDYL Ashland, Va.—Seeks assignment of cp from **John Laurino,** sole owner, to WDYL Radio Inc., new corporation of which Mr. Laurino is president and 50% stockholder; consideration $100. Other principals are **Robert E. Cobbins** and **James T. Reeder** (each 25%). Mr. Laurino owns 51% of WYAL Scotland Neck, N. C.; 92% of Virginia Regional Bcstrs. Chester; Mr. Cobbins is vice president and general manager of WKCW Warrenton; owns 24½% of WYAL, 100% of advertising sales business, one-third of talent management firm, and has been manager of WARL Arlington. Mr. Reeder owns 24½% of WYAL. Ann. June 2.

WKOY Bluefield, W. Va.—Seeks transfer of all outstanding shares of stock in WKOY Inc. from **J. Lindsey Alley** (80%), **Odes E. Robinson** (20%), to **W. C. Nininger** (33⅓%), **H. I. Goode, C. Edward Wright, W. K. Vance Jr., W. L. Nininger** (each 16⅔%), d/b as Bristol Bcstg. Inc., for total of $77,600 including option fees and agreement by Mr. Alley not to compete. Mr. W. C. Nininger is sole owner of retail coal business, farm in Virginia and half owner of cemetery; Mr. W. L. Nininger is general manager of WFHG Bristol, Va.; Mr. Goode owns automobile business; Dr. Vance is physician and stockholder in savings & loan firm; Mr. Wright owns 30% of casket firm, 100% of two and 50% of two other lumber businesses. Transferee corporation is licensee of WFHG. Ann. June 2.

Hearing cases

FINAL DECISIONS

■ Commission gives notice that April 14 initial decision which looked toward granting application of Hirsch Bcstg. Co. to increase daytime power of station KFVS Cape Girardeau, Mo., from 1 kw to 5 kw, continued operation on 960 kc, 500 w-N, DA-N, conditioned that Oscar C. Hirsch shall divest himself of all ownership in Sikeston Community Bcstg. Co. (KSIM) Sikeston, Mo., resign as director thereof, and hold no ownership or official relationship with that company, and that within 30 days from effective date of grant grantee shall notify commission of such divestiture and related acts. and denying for default in prosecution application of Firmin Co. for new station to operate on 960 kc, 500 w, DA, D, in Vincennes, Ind., became effective

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June 5 pursuant to Sec. 1.153 of rules. Action June 5.

■ By decision commission granted application of American Bcstg.-Paramount Theatres Inc., to increase ERP of station KABC-FM Los Angeles, Calif., from 4.3 kw to 74.7 kw and increase ant. height above average terrain from 2,800 ft. to 2,915 ft., continuing operation on 95.5 mc; condition. Sept. 19, 1960 initial decision looked toward this action. Action June 1.

■ Commission gives notice that April 12 supplemental initial decision which looked toward granting application of Brennan Bcstg. Co. to operate WAPE Jacksonville, Fla., nighttime hours with 10 kw, DA, continued operation on 690 kc, 25 kw-LS became effective June 1 pursuant to Sec. 1.153 of rules. Action June 1.

■ Commission gives notice that April 12 initial decision which looked toward granting application of First Carolina Corp. for new tv station to operate on ch. 25 in Columbia, S. C., became effective June 1 pursuant to Sec. 1.153 rules. Action June 1.

■ Commission gives notice that April 11 initial decision which looked toward granting application of KRNO Inc. to increase daytime power of KRNO San Bernardino, Calif., from 250 w to 1 kw, during periods when KPPC Pasadena is not operating, continued operation on 1240 kc, 250 w-N; conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw became effective May 31 pursuant to Sec. 1.153 of rules. Action May 31.

■ Commission gives notice that April 11 initial decision which looked toward granting application of Central Bcstg. Corp. to increase daytime power of WKBV Richmond, Ind., from 250 w to 1 kw, continued operation on 1490 kc, 250 w-N; conditioned to accepting interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw became effective May 31 pursuant to Sec. 1.153 of rules. Action May 31.

■ Commission gives notice that April 7 initial decision which looked toward granting applications of Midland Bcstg. Co. (WMDN) Midland, Mich., and Shawnee Bcstg. Co. (WBEX) Chillicothe, Ohio, to increase daytime power from 250 w to 1 kw, continued operation on 1490 kc, 250 w-N, each conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw became effective May 29 pursuant to Sec. 1.153 of rules. Action May 29.

STAFF INSTRUCTIONS

■ Commission on June 7 directed preparation of document looking toward (1) denying protest by WSTV Inc. (WBOY-TV ch. 12) Clarksburg, W. Va., (2) affirming Feb. 17, 1960 grant of application for relinquishment of positive control of WJPB-TV Inc., permittee of WJPB-TV (ch. 5) Weston, W. Va., by J. P. Beacom through sale of stock to Thomas P. Johnson and George W. Eby, and (3) setting aside April 18, 1960 order which postponed effective date of grant pending hearing. Dec. 16, 1960 initial decision looked toward this action. Announcement of this preliminary step does not constitute commission action in such case, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decision. Action June 7.

■ Commission directed preparation of document looking toward granting applications of Western Minnesota Bcstg. Co. to change facilities of station KMRS Morris, Minn., from 1570 kc, 1 kw, D, to 1230 kc, 250 w, unl. and KISD Inc., to increase daytime power of station KISD Sioux Falls, S. D., on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and denying application of Alexandria Bcstg. Corp. to change facilities of station KXRA Alexandria, Minn., from 1490 kc, 250 w, unl. to 1230 kc, 1 kw-LS, 250 w-N. Feb. 7 initial decision looked toward granting applications of KXRA and KISD and denying KMRS. Announcement of this preliminary step does not constitute commission action in such case, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decision. Action June 2.

INITIAL DECISIONS

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward granting applications of G. Stuart Nixon for new class B fm station in San Jose, Calif., to operate on 106.5 mc with ERP 18 kw and ant. height 272 ft., and Franklin Mieuli to increase power of KHIP San Francisco, Calif., from 40 kw to 80 kw, continued operation on 106.9 mc with ant. height 1,140 ft. Action June 7.

■ Hearing examiner Elizabeth C. Smith issued initial decision looking toward granting applications of Radio 940 for new am station to operate on 940 kc, 1 kw, DA-D in South Haven, Mich., Michigan Bcstg. Co. to increase daytime power of station WBCK Battle Creek, Mich., from 1 kw to 5 kw, continued operation on 930 kc, 1 kw-N, DA-2, and Mt. Vernon Radio & Tv Co. to increase power of daytime station WMIX, Mt. Vernon, Ill., and from 1 kw to 5 kw, with DA, continued operation on 940 kc, conditioned that Mt. Vernon accept such interference as may be imposed by grant of application of Hirsch Bcstg. Co. to increase power of station KFVS Cape Girardeau, Mo., and any one of three mutually exclusive applications for new am stations to operate on 920 kc in Granite City, Ill. Action June 7.

■ Hearing examiner Millard F. French issued initial decision looking toward granting application of Acadian Tv Corp. for new tv station to operate on ch. 3 in Lafayette, La., and denying applications of Evangeline Bcstg. Inc., seeking same facility and KTAG Associates for modification of cp to specify operation of station KTAG-TV on ch. 3 instead of ch. 25 in Lake Charles, La. Action June 6.

■ Hearing examiner Walther W. Guenther issued initial decision looking toward (1) denying May 12 petition for severance by WMFJ Inc., and (2) granting applications of Hartsville Bcstg. Co. (WHSC) Hartsville, S. C., WMFJ Inc. (WMFJ) Daytona Beach, Fla., Space Bcstg. Inc. (WBYG) Savannah, Ga., and Low Country Bcstg. Co. (WQSN) Charleston, S. C., to increase daytime power from 250 w to 1 kw, continued operation on 1450 kc with 250 w-N, each conditioned to accepting such interference as may be imposed by other existing class IV stations in event these stations are subsequently authorized to increase power to 1 kw. Action June 2.

OTHER ACTIONS

Ybor City Bcstg. Co., Ybor City, Fla.; Johnson Bcstg. Corp., Indian Rocks Beach, Fla.—Designated for consolidated hearing applications for new daytime am stations —Ybor on 1510 kc, 250 w, and Johnson on 1520 kc, 1 kw, DA. Action June 7.

■ By separate orders, commission modified cps issued Monocacy Bcstg. Co., on Sept. 7, 1960, for WFMD Frederick, Md., to increase daytime power on 930 kc from 1 kw to 5 kw and Martin Karig, on April 14, 1961, for new station to operate on 930 kc at Johnstown, N. Y. to include following condition: "To the extent that it permits operation with daytime facilities prior to local sunrise, Sec. 3.87 of the commission's rules is not applicable to this authorization, and such operation is prohibited." This action was taken on consideration of May 4, 1961 order of Court of Appeals in WBEN, Inc. v. Federal Communications Commission and Monocacy Bcstg. Co. (WBEN, Buffalo, N. Y., had contended that either operation prior to local sunrise would have caused objectionable interference to Buffalo station). Action June 7.

■ By memorandum opinion and order commission denied petition by Tedesco Inc., for reconsideration of March 24 grant to Albert S. and Patricia W. Tedesco, d/b as Hennepin Bcstg. Associates for new daytime am station (KTCR) in Minneapolis, Minn., to operate on 690 kc with 500 w in connection with Tedescos' application to acquire WMIN, St. Paul. Action June 7.

■ By memorandum opinion and order commission granted petition by Lake Zurich Bcstg. Co. to extent of waiving Sec. 1.362 (b) of rules to permit publication for three weeks in weekly newspaper required public notice of its application for new daytime am station to operate on 1520 kc at Lake Zurich, Ill. Applicant contended that local weekly has bigger circulation in that community than any outside daily and that advertising cost would be less. Action June 7.

■ By memorandum opinion and order commission dismissed as moot petition by Gerity Bcstg. Co. (WABJ) Adrian, Mich., for reconsideration of March 8 grant to Marion Bcstg. Co. to increase daytime power of WMRN Marion, Ohio, to 1 kw on 1490 kc. Since petition was filed, initial decision looks to grant of WABJ's like application. Action June 7.

■ By memorandum opinion and order commission, on its own motion, (1) set aside its March 15 action granting application of Andrew B. Letson for increase in power of station WZRO on 1010 kc, D, from 1 kw to 25 kw, DA, and change studio location from Jacksonville Beach to Jacksonville, Fla., and (2) designated application for hearing; made city of Jacksonville Beach, which petitioned for reconsideration of March 15 grant, and Jacksonville Beach Chamber of Commerce parties to proceeding. Action June 7.

KTKR Taft, Calif.—Designated for hearing application to increase power on 1310 kc, D, from 500 w to 1 kw; made KLAN Lemoore, Calif., party to proceeding. Comr. Ford dissented and issued statement, in which Comrs. Bartley and Craven join. Action June 7.

■ By order commission denied petition by Crosley Bcstg. Corp. for further hearing and postponement of June 8 oral argument in Indianapolis, Ind., Tv ch. 13 proceeding. Action June 5.

■ Following stations were granted extensions of completion dates as shown: KBYR-TV Anchorage, Alaska, to 12-5, and WFMD Frederick, Md., to 10-7, without prejudice to such further action as commission may deem warranted in light of decision of U. S. Court of Appeals, D. C., Circuit, May 4, 1961, in re WBEN Inc., Case No. 16017. Action June 2.

■ By order commission extended from June 12 to July 6 time for filing comments in proceeding to make vhf tv channels available for noncommercial educational use in New York City and Los Angeles. More time was requested by Governor Robert B. Meyner of New Jersey and sta-

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tions WNEW-TV and WOR-TV New York City. Action June 1.

■ By memorandum opinion and order commission granted petition by its Broadcast Bureau and amended memorandum opinion and order of Feb. 28 which granted, without hearing, certain applications by am stations to increase daytime power on 1340 kc from 250 w to 1 kw, to add condition that grants to two of those stations "is without prejudice to whatever action commission may deem appropriate in light of any facts developed in pending inquiry concerning qualifications of Independence Bcstg. Inc. (WHAT) and Mid-Atlantic Bcstg. Co. (WMID) to be licensees of commission." WHAT operates at Philadelphia and WMID at Atlantic City, N. J. Action June 1.

■ By memorandum opinion and order commission denied petition by Windber Community Bcstg. System for severance from consolidated am proceeding of its application for new am station to operate on 1350 kc, 1 kw, D, in Windber, Pa., and for finalization of Feb. 20 initial decision which looked toward grant, or for alternative relief. Comr. Cross dissented. Action June 1.

■ By memorandum opinion and order, commission denied March 29 petition by KWK Radio Inc., licensee of broadcast station KWK St. Louis, Mo., for reconsideration of commission's order of Nov. 3, 1960, which ordered KWK to show cause why its license should not be revoked due to conduct involving treasure hunts and bonus club contests. Action June 1.

■ By order commission granted petition by Broadcast Bureau to accept its late filing of exceptions and supporting brief in proceeding on applications for new am stations of Pier San Inc., and Francis C. Morgan Jr., to operate on 1290 kc, 500 w, D, in Larned, and Wilmer E. Huffman to operate on 1290 kc, 5 kw-D, 500 w-N, DA-2, in Pratt, Kan. Action June 1.

■ By memorandum opinion and order, commission denied petition by Marshall Electric Co. (KFJB) Marshalltown, Iowa, to make effective immediately March 7 initial decision which looked toward granting its application, among others, to increase daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w. Action June 1.

■ By order commission stayed effective date of April 21 initial decision in New Bedford, Mass., tv ch. 6 proceeding, pending further review by commission. Initial decision proposed to dismiss, without prejudice and at their request, competing applications of Eastern States Bcstg. Corp., and New England Tv Inc., and grant application of E. Anthony & Sons Inc., for new Tv station subject to stated condition. Action June 1.

Time Bcstrs. Inc., Springfield, Mo.; Galen O. Gilbert, Aurora, Mo.—Designated for consolidated hearing applications for new daytime am stations to operate on 940 kc, 500 w, D. Action June 1.

■ By memorandum opinion and order commission (1) dismissed application of J. B. Hart for new am station to operate on 940 kc, 500 w, D, in Aurora, Mo., and (2) granted joint request by Galen O. Gilbert (applicant for new am station to operate on 940 kc, 500 w, D, in Aurora, Mr. Hart, for approval of an agreement whereby Mr. Gilbert will reimburse Mr. Hart for expenses incurred in connection with his withdrawn application. Action June 1.

WHNB-TV ch. 30 New Britain, Conn.; WWLP (TV) ch. 22 Springfield, Mass.—Designated for hearing applications (1) for voluntary transfer of one-third interest in WHNB-TV from Plains Tv Corp. to Springfield Tv Bcstg. Corp.; (2) to tilt mechanically ant. of WHNB-TV and (3) to directionalize ant. of station WWLP-TV; made WHYN-TV Springfield, and WNHC-TV New Haven, parties to proceeding. Comrs. Hyde and Lee dissented. In addition to operating WWLP-TV Springfield Tv Bcstg. Corp. is also licensee of WRLP (TV) Greenfield and WWOR-TV Worcester, and four translator stations. Action June 1.

■ Commission subjected its May 29 grant of new uhf tv translator station to Triangle Publications Inc., to serve Woodlake and Lemoncove, Calif., to further condition that it is without prejudice to whatever measures commission may find it appropriate to take, if any, in connection with its pending inquiry into compliance by Triangle Publications Inc. (Radio and Tv Division) with Sec. 317 of Communications Act of 1934 and commission's rules. Action June 1.

ORAL ARGUMENTS SCHEDULED

■ Commission scheduled following proceedings for oral arguments as indicated: Clarke Bcstg. Corp. (WGAU) Athens, Ga.; Wake Inc. (WAKE) Atlanta, Ga., and Savannah Valley Bcstg. Co. (WBBQ) Augusta, Ga., to increase daytime power on 1340 kc to 1 kw, for afternoon of July 6.

WBUD Inc., and Concert Network Inc., for new class B fm station in Trenton, N. J., for afternoon of July 6.

Iowa Great Lakes Bcstg. Co. (KICD) Spencer, Iowa, and 11 other applicants in Illinois, Iowa, Minnesota, Nebraska, and Wisconsin to increase daytime power on 1230 or 1240 kc to 1 kw, for 10:00 a.m., July

Routine roundup

■ Following its annual practice, commission will schedule no hearings or oral arguments during August, in which month it will hold but one meeting (Tuesday, August 1). This summer recess is convenience to vacationing and other planning by those who do business with commission. Different commissioners will be present in August to act as motions commissioners, handle emergency matters, and expedite commission's routine business. Ann. June 7.

■ By letter commission waived Sec. 3.682 of its rules to permit Community Tv Inc., to scramble certain programs of medical nature over its noncommercial educational tv station WJCT (ch. *7) Jacksonville, Fla., for period of year, subject to specified conditions.

Programs, which will not exceed two hours a day, will be produced in cooperation with Jacksonville hospitals educational program. Being geared to educational needs of medical profession, they will not be suitable for public viewing. They will be received on sets converted for purpose and installed in hospitals and doctors' homes. Comrs. Bartley and Craven dissented. Action June 1.

■ By letter commission granted request by Metropolitan Bcstg. Corp. (now Metro-Media Inc.) licensee of international broadcast station WRUL Scituate, Mass., for reconsideration of May 11 action which denied or dismissed as moot request for waiver of certain sections of international broadcast rules and granted extension of operating hours and waiver of Sec. 3.702 (d) and (1), commencing June 5 for the remainder of summer season, in accordance with revised frequency authorization. Action June 1.

■ Commission, for second time, returned as unacceptable for filing application by Bankers Life and Casualty Co. for license for station KGA Spokane, Wash. (previously returned on April 26). There is pending application for renewal of that station license by Gran Bcstg. Co. (to which it was transferred from Bankers Life in 1957). Since Bankers Life claims to have purchased Gran in 1960, commission again advised that proper procedure is to file FCC Form 315 for consent to transfer. Chrm. Minow and Comr. Bartley voted for hearing on Gran's financial qualifications. Action June 1.

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

■ Granted petition by Rollins Bcstg. Inc., and extended to May 29 time to file an appeal from ruling of hearing examiner in Wilmington, Del. tv ch. 12 proceeding. Action June 2.

■ Granted petition by Transcript Press Inc., and extended to June 22 time to file exceptions to initial decision in proceeding on its application and that of Newton Bcstg. Co. for am facilities in Newton and Dedham, Mass. Action June 2.

■ Granted petition by Broadcast Bureau and extended to June 2 time to respond to petition by Melody Music Inc., for reconsideration in proceeding on its application for renewal of license of WGMA Hollywood, Fla. Action June 1.

■ Granted petition by Broadcast Bureau and extended to June 13 time to respond to petition by Gordon A. Rogers, Vancouver, Wash., to enlarge issues in proceeding on his am application and that of Triple G Co. (KWAY) Vancouver. Action June 1.

■ Granted petition by Broadcast Bureau and extended to June 15 time to respond to petition by Lindsay Bcstg. Co. to enlarge issues in proceeding on its application for a new am station in Punta Gorda, Fla. Action June 1.

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by James C. Gleason to extent that it seeks dismissal of his application for am facilities in East Aurora, N. Y., which is in consolidated am proceeding, but dismissed application with prejudice; retained in hearing status remaining applications involved in consolidated proceeding. Action June 2.

■ Scheduled prehearing conferences and hearings in following am proceedings: June 23 and July 27: Torrington Bcstg. Inc. (WTOR) Torrington, Conn.; June 26 and July 25: Marshall C. and Sarah C. Parker, Tupelo, Miss. Action May 31.

■ Granted petition by North Penn Bcstg. Co. to extent that it seeks dismissal of its application for am facilities in Quakertown, Pa., but dismissed application with prejudice. Application was consolidated for hearing. Action May 31.

■ Dismissed with prejudice for failure to prosecute application of Charles B. Axton, KTOP (AM) Topeka, Kans., which was consolidated for hearing; dismissed petition by Radio Active Inc. (KLEO) Wichita, Kans., to dismiss Axton application. Action May 31.

By Hearing Examiner Thomas H. Donahue

■ On own motion, continued June 6 prehearing conference to June 15 in proceeding on am applications of Value Radio Corp. (WOSH) Oshkosh, Wis., and Howard Miller Enterprises and Consultants Inc. (WGEZ) Beloit, Wis. Action May 29.

By Hearing Examiner Asher H. Ende

■ Issued order following prehearing conference held June 2 in proceeding on application of Y T Corp., for fm facilities in Palo Alto, Calif., scheduled certain procedural dates and continued July 20 hearing to July 27. Action June. 2.

■ Granted petition by Independent Indianapolis Bcstg. Corp. and extended to June 5 time for all parties to respond to petition for leave to amend by WIFE Corp. in proceeding on their applications for am facilities in Indianapolis, Ind. Action May 31.

■ Granted petition by Broadcast Bureau and extended to June 6 time to respond to three separate petitions to enlarge issues in consolidated am proceeding on applications of Sands Bcstg. Corp., Indianapolis, Ind. Action May 31.

By Hearing Examiner Charles J. Frederick

■ Upon request by Broadcast Bureau and with consent of all other parties in Salem, Ore., tv ch. 3 proceeding, continued June 5 hearing to June 19. Action June 2.

■ Upon request of Suburban Bcstg. Inc., and with consent of all parties in proceeding on its application and that of Camden Bcstg. Co. for fm facilities in Mount Kisco, N. Y., and Newark, N. J., continued further prehearing conference from June 1 to June 12. Action May 31.

By Hearing Examiner Millard F. French

■ Granted interim motion by Acadian Tv Corp., and motion by Evangeline Bcstg. Inc., and corrected transcript to reflect changes set forth in such motions in Lake Charles-Lafayette, La., tv ch. 3 proceeding. Action June 2.

By Hearing Examiner Isadore A. Honig

■ Granted request by George Shane and continued June 8 hearing to July 31 in proceeding on his application for am facilities in Victorville, Calif., and on own motion, nunc pro tunc: (1) extended from May 11 to July 11 date by which applicant shall supply to other parties (and examiner) copies of all written exhibits proposed to be introduced in evidence at hearing; and (2) from May 23 to July 21 date by which applicant shall be notified as to those witnesses for applicant who are to be present for cross-examination at hearing. Action June 2.

■ Issued order following prehearing conference held May 23 in proceeding on am applications of WEXC Inc. Depew, N. Y., scheduled certain procedural dates, prehearing conference for June 14, continued June 14 hearing to July 6 and on own motion relieved active applicants from any requirement to exchange their proposed exhibits with applicant James C. Gleason in view of indication that he will not prosecute his application. Action June 1.

By Hearing Examiner Annie Neal Huntting

■ Upon agreement of parties participating at June 1 prehearing conference, continued July 20 hearing to July 27 in proceeding on application of Robert E. Podesta and Marcella Podesta, joint tenants, for new fm station in Santa Clara, Calif. Action June 1.

By Hearing Examiner David I. Kraushaar

■ Granted petition by Sun State Bcstg. System Inc., for leave to amend its application for new daytime am station to operate on 1210 kc, DA, in San Fernando, Calif., to specify 5 kw instead of 10 kw, re-

moved amended application from hearing and returned to processing line; retained in hearing application of Ben S. McGlashan (KGFJ) Los Angeles. Action June 5.

■ Granted joint petition by Telegraph Herald (KDTH) Dubuque, Iowa, and Central Wisconsin Bcstg., Inc. (WCCN) Neillsville, Wis., and severed their applications for decisional purposes from further consideration with applications in dockets 14044 and 14047, with hearing to commence as scheduled on July 6, but hearing on the applications will take place before hearing on applications in dockets 14044, 14047; all undertakings, agreements and directions set forth with respect to severed applicants in transcript of May 12 prehearing conference remain in effect. Action May 31.

■ Issued order after prehearing conference held May 31 in proceeding on application of Holly Springs Bcstg. Co. for new am station in Holly Springs, Miss.; continued July 19 hearing to Sept. 13, at request of applicant and ordered applicant to provide bureau and examiner one copy of each exhibit it proposes to offer in evidence not later than 5 p.m., Aug. 11; Broadcast Bureau to advise applicant informally as to witnesses it desires produced for cross-examination by Aug. 22; Granted petition by Holly Springs for leave to amend its application to provide new programming percentage analyses and new proposed program schedule. Actions May 31, June 1.

By Hearing Examiner Jay A. Kyle

■ Upon request of Quests Inc., continued June 5 prehearing conference to June 9 in proceeding on its application and that of James V. Perry for am facilities in Grove City, Pa., and Ashtabula, Ohio. Action June 2.

■ On informal advice from Broadcast Bureau that Federal Aviation Agency is having informal air space meeting relative to tower proposals in proceeding on applications of Chronicle Publishing Co. and American Bcstg.-Paramount Theatres Inc., to increase ant. heights of stations KRON-TV and KGO-TV San Francisco, Calif., rescheduled June 9 prehearing conference for July 21. Action June 2.

By Hearing Examiner Forest L. McClenning

■ Granted petition by KWK Radio Inc. and continued without date June 7 hearing in matter of revocation of license for am station KWK St. Louis, Mo. Action May 29.

By Hearing Examiner Herbert Sharfman

■ On oral request of College Radio, Amherst, Mass., because of further necessity to resolve certain evidentiary problems, and without objection by Broadcast Bureau, rescinded previous schedule in proceeding on its am application and scheduled June 28 for submission of affirmative written case of applicant, July 3 for receipt of notification of witneses desired for cross-examination and rescheduled June 6 hearing for July 11. Action June 2.

■ Scheduled further prehearing conference for group IV of consolidated am proceeding for June 9 (Ivy Bcstg. Inc., WOLF Syracuse, N. Y.). Action May 31.

By Hearing Examiner Elizabeth C. Smith

■ Granted motion by Tenth District Bcstg. Co. for leave to amend its application for am facilities in McLean, Va., to show change in specification of latitude of its ant. system; application is consolidated for hearing with application of Seven Locks Bcstg. Co. for am facilities in Potomac-Cabin John, Md. Action June 2.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of June 6

■ Granted licenses for following uhf tv translator stations: K78AQ Seaside, Ore.; W73AD, W71AC, W76AB, W80AC Rhinelander, Wis.; K80AX Big Fork, Mont.; K76BE Truth or Consequences, N. M.; K78AV Gallup, N. M.; K77AW Wallowa Valley, Ore.; K80AV Pagosa Springs, Colo.; K77AU Likely, Calif.; K77AV Palm Springs, Calif.

WAIL Baton Rouge, La.—Granted cp to install old main trans. (present site of main trans.) as auxiliary trans. with DA-N.

WAEL Mayaguez, P. R.—Granted cps to replace expired permit to change ant.-trans. location; and to install old main trans. as auxiliary trans. (main trans. location) and operate by remote control.

Three Rivers Chamber of Commerce, Three Rivers, Calif.—Granted cp for new uhf tv translator station on ch. 74 to translate programs of KFRE-TV (ch. 30) Fresno, Calif.; condition.

KGUL Port Lavaca, Tex.—Granted mod. of cp to change studio location and operate trans. by remote control from studio location.

WJLD Homewood, Ala.—Granted mod. of cp to change trans.

KROW Dallas, Tex.—Remote control permitted.

WPBS (FM) Philadelphia, Pa.—Granted extension of completion date to Sept. 30.

Actions of June 5

KHMO Hannibal, Mo.—Granted mod. of license to operate transmitter by remote control, using DA, day and night (DA-2); conditions.

KMUZ (FM) Santa Barbara, Calif.—Granted cp to replace expired permit for fm station.

WMNA-FM Gretna, Va.—Granted cp to install new trans.

■ Following stations were granted mod. of cp to change type trans.: KAHR Redding, Calif.; WHAL Shelbyville, Tenn.; KPRL Paso Robles, Calif.; WLOG Logan, W. Va.; WARK Hagerstown, Md.; WSGC Elberton, Ga.

KTON Belton, Tex.—Granted mod. of cp to change ant.-trans. and studio location.

■ Following stations were granted extensions of completion dates as shown: WDIA-FM Memphis, Tenn., to Nov. 5; WCME-FM Brunswick, Me., to Oct. 20; KTCI Terrytown, Neb., to Sept. 10; KDEF-FM Albuquerque, N. M., to Sept. 10; KDLS Perry, Iowa, to Sept. 10.

Actions of June 1

■ Granted cps for following new vhf tv translator stations: Tv Committee, Wray, Colo., on ch. 12 to translate programs of KOMC-TV (ch. 8) McCook, Neb.; Gunnison County Chamber of Commerce Tv Division, Jack's Cabin, Doyleville, Sapinero, Gunnison, Crested Butte, Pitkin, Ohio City, Sargents, all Colo., on chs. 3, 4, 6, 7, 10, 11, 12, and 13 to translate programs of KCSJ-TV (ch. 5) Pueblo, Colo., via ch. 7 translator station, Gunnison, Colo.; KCSJ-TV (ch. 5), Pueblo, Colo.; KREY-TV (ch. 10) Montrose, Colo.; KREY-TV (ch. 10) Montrose, via ch. 6 and ch. 11 translator stations, Sapinero and Gunnison, Colo.; KCSJ-TV (ch. 5) Pueblo, Colo.; KREY-TV (ch. 10) Montrose, Colo., via ch. 6 translator station, Sapinero, Colo.; KREY-TV (ch. 10) Montrose, Colo.; via ch. 6 translator station, Sapinero, Colo.; KCSJ-TV (ch. 5) Pueblo, Colo., via ch. 3 translator station, Jack's Cabin, Colo.; KCSJ-TV (ch. 5) Pueblo, Colo., via ch. 7 translator station, Gunnison, Colo.; KOA-TV (ch. 4) Denver, Colo.; New England Lions Club, New England, N. D., on ch. 7 to translate programs of KFYR-TV (ch. 5) Bismarck, N. D., condition; Citizens Group, Wood Lake, Neb., on ch. 13 to translate programs of KPLO-TV (ch. 6) Reliance, S. D., condition; Venango Lions Club, Venango, Neb. on ch. 12 to translate programs of KNOP-TV (ch. 2) North Platte, Neb.; Mineral Tv District No. 1, Mina and Luning, Nev., on ch. 5 to translate programs of KOLO-TV (ch. 8) Reno, Nev.; Lander Valley Tv Assn., Lander Valley, Wyo., on ch. 12 to translate programs of KTWO-TV (ch. 2), Casper, Wyo.; New Castle Booster Club, New Castle, Colo., on ch. 8 to translate programs of KREX-TV (ch. 5) Grand Junction, Colo., via ch. 4 translator station, Rifle, Colo.; Star Valley Tv System Inc., Thayne, Wyo., on ch. 5 to translate programs of KIFI-TV (ch. 8), Idaho Falls, Idaho; Upper Piedra Tv Assn., Piedra Park (Rural), Colo., on ch. 9 to translate programs of KOB-TV (ch. 4) Albuquerque, N. M.; condition.

■ Granted cps for following new vhf tv translator stations: Philip Tv Assn., Philip, S. D., on ch. 13 to translate programs of KOTA-TV (ch. 3) Rapid City, S. D.; West Daniels Tv, Peerless, Mont., on ch. 6 to translate programs of KUMV-TV (ch. 8) Williston, N. D.; Mt. Pisgah Tv Assn., Osage, Wyo., on ch. 11 to translate programs of KOTA-TV (ch. 3), Rapid City, S. D.; Cimarron Tv Club, Cimarron and Dawson, N. M., on ch. 11 to translate programs of KOB-TV (ch. 4) Albuquerque, N. M., condition; City of Valentine, Valentine, Neb., on chs. 12 and 7 to translate programs of KPLO-TV (ch. 6) Reliance, S. D., and of KDUH-TV, (ch. 4) Hay Springs, Neb.; Sula Tv Booster Club, Sula, Mont., on ch. 9 to translate programs of KMSO-TV (ch. 13) Missoula, Mont., condition; Swan Hill Tv Club, Inc., rural area of Swan River and Swan Lake, Mont., on ch. 9 to translate programs of KMSO-TV (ch.

(*Continued on page* 103)

This new Collins designed and manufactured AM transmitter features unparalleled accessibility: the RF and audio chassis swing out and the power supply tilts up to expose all components. Its bold, clean-cut appearance is in keeping with its advanced interior. It's the new Collins 1,000/500/250 watt 20V-3 AM Transmitter.

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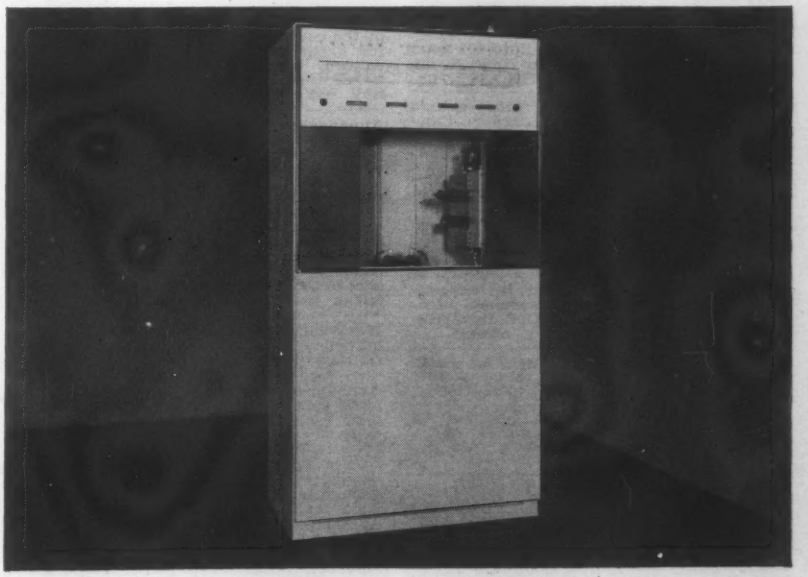


features: stable crystals to eliminate crystal ovens • conservatively-rated components • thermal time-delay circuitry • automatic voltage sequencing • air forced directly on tubes • For information, contact your Collins sales engineer, or write direct.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Wanted: Manager with small to medium market experience for Indiana independent daytime station. Prefer past managerial experience but will consider anyone with high sales experience and ability to get along with people. Send all replies to Box 104F, BROADCASTING.

Truly outstanding management opportunity with a major market top rated eastern regional station. Sales background, including managing a creative sales department and/or handling national sales absolutely necessary. This is a top position with a leading group operation. Salary open. Box 560F, BROADCASTING.

Operations manager with good programming background needed for eastern major market independent. Send full details to Box 591F, BROADCASTING.

Manager for new full time 250 watt am in central North Dakota. Need not have previous managerial experience, but must have good sales record. Box 605F, BROADCASTING.

Manager, strong on sales, five thousand watt 970 kc, opportunity for excellent earnings. Send full details to Lester Gould, KQAQ, Box 481, Austin, Minnesota.

Sales

Fm salesman position available immediately. Station located in multi-million eastern market. Excellent opportunity for advancement as owner has other broadcast properties. Box 592F, BROADCASTING.

Sales manager . . . Strong on sales. Maryland independent, multiple chain. Excellent opportunity for a solid producer. Box 494F, BROADCASTING.

New Jersey—excellent opportunity for good producer. Multiple chain, top New Jersey indie. Box 265F, BROADCASTING.

One of the nation's top-rated independents has opening for experienced salesman. Eastern major market. Send comprehensive letter on your background to Box 593F, BROADCASTING.

Experienced salesman for metropolitan market in the southwest. Box 703F, BROADCASTING.

KTRI, Sioux City, Iowa wants experienced salesman. Please send references. Good pay.

Experienced salesman wanted for expanding organization. Future management possibilities. Settle down with KWRT, Boonville, Missouri, Contact Bill Tedrick, owner!

Salesmen! Experience necessary. Fast growing Cape Canaveral market. Send picture and resume to WRKT, Cocoa Beach, Florida.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Announcers

Announcer with first class ticket, maintenance is secondary. Box 928D, BROADCASTING.

Immediate opening for dj in 75,000 central New York market. Prefer man who can fit into tight production format. Send resume, tape, requirements to Box 296F, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Eastern Pennsylvania 250 watt fulltimer needs an announcer with at least two years experience. Must be good board man. Start $85 a week with regular raises. Interview necessary. All tapes will be returned. Send tape and resume to Box 404F, BROADCASTING.

Announcer wanted for large eastern metropolitan full-time station. We desire big sounding, alert voice with personality. Starting salary exceeds $8,000.00 plus talent fees. A copy writer also desired. Apply Box 536F, BROADCASTING.

Announcer, first class ticket in medium mid-Atlantic market. Maintenance secondary. Box 584F, BROADCASTING.

Experienced announcer for central Pennsylvania radio station. Pleasing personality. Good radio voice. Must have supervisory ability. Send full background and tape. Box 589F, BROADCASTING.

Announcer with first class license. Emphasis on announcing, engineering secondary. Light maintenance, Virginia daytimer. Tape and resume. Box 603F, BROADCASTING.

Need two staff men who can handle board and do some play-by-play. With midwest independent. Send tape, resume, recent photo. Personal interview required. Box 698F. BROADCASTING.

First class ticket announcer-personality, modern and country music. All tapes will be returned. Box 702F. BROADCASTING.

Quality adult operation now auditioning for high calibre radio announcer. Emphasis on announcing production commercials in mature style. Excellent opportunity, many fringe benefits, midwest location. Box 708F, BROADCASTING.

Leading music and news station in one of the country's major markets has opening for experienced disc jockey of top flight caliber; must have stable record; Great Lakes area; tape and full details first letter. Box 719F, BROADCASTING.

Announcer-engineer: Must have 1st ticket. No maintenance. Medium size Michigan market; salary open. Rush picture, tape, application to Box 730F, BROADCASTING.

Wanted—Three best announcers in modern radio! One with 1st class ticket. KHAK, the "Bright New Sound"—not top 40—will soon go on the air in Cedar Rapids, Iowa. Only the experienced need apply. Send tape, complete resume, salary requirements, snapshot to W. E. McClenahan, c/o KHAK Radio, S.G.A. Building, Cedar Rapids, Iowa.

Week-end announcer . . . First ticket required . . . No maintenance. Could become fulltime position. KLGA, Algona, Iowa.

Announcer needed with enthusiasm for night time top forty shop. $420 per month plus fringe benefits. Minimum two years experience and stand rigid background investigation. Contact J. A. Shepherd, KNCM, Moberly, Missouri.

Announcer with first ticket. $425.00 monthly. Send qualifications. KSEN, Shelby, Montana.

Announcer needed for progressive organization! Bill Tedrick, owner, KWRT, Boonville, Missouri.

Two announcers—one first ticket, no maintenance; other some sales. C&W-pop. Preferably extroverts. WKIK, Leonardtown, Maryland.

Help Wanted—(Cont'd)

Announcers

5,000 watt station desires settled announcer with first phone for night shift. Good music station—Right proposition for right man—Paid hospitalization—Paid life insurance—Paid vacation—40 hour week, no maintenance, emphasis on announcing. Send tape and resume to WEED, Rocky Mount, North Carolina.

Announcer with first phone for fulltime southern regional. Must have tight production, good news delivery, knowledge of good music for adult programming. Limited engineering. Send photo, resume, tape and references. Salary open. Ernest Bowen, WELO, Tupelo, Miss.

Play-by-play sportscaster-dj—immediate opening. Must have at least a year's experience and ability to do baseball, football and basketball and good afternoon record show. Not a top 40 format. Salary open. Give full details in first letter including salary requirements and send tape with play-by-play and record show. All tapes will be returned. William M. Winn, P.D. Radio Station WESB, Bradford, Penna.

Announcer-1st phone wanted at No. 1 rated station with tight-as-a-drum swing format. No r&r. Limited maintenance, emphasis on air work and production ability. Salary open. Send tape, resume, photo to WHYE, Box 1187, Roanoke, Va.

Announcer—with first ticket. Want good tight production—news and copy experience. Immediate opening. Salary dependent on experience, etc. WJUD, St. Johns, Michigan.

Now auditioning for mature announcer experienced in adult programming. Must run tight board. New Equipment—wonderful city. Tape, resume, photo and salary to Program Director, WKLZ, Kalamazoo, Mich.

New regime in Chattanooga, Tennessee, seeks deejays with a knowledge of country music. Rush tape and resume to Don Wick, WQOK, Greenville, S. C.

McAlister Broadcasting, leading west Texas chain needs experienced news man and announcers with first phones. Write, wire or call 3416 42nd St., Swift 9-3590, Lubbock, Texas.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Technical

Chief engineer with or without announcing. 250 watter southeast New York. Box 457F, BROADCASTING.

Chief-maintenance and announcer experience. Must have good work references. Man we want may be nearing middle age, wanting job security away from pressure in ideal western community. Good daytime hours and better than $100.00 to start with raises in line with ability. Considered choice opening in Colorado, about August first. Box 596F, BROADCASTING.

Upstate New York metropolitan market station needs experienced technician for operation and maintenance of transmitter studio and directional array. First class license and car required. This is a responsible job with responsible station. Submit complete experience and employment record first letter. Personal interview will be required. Box 713F. BROADCASTING.

California station needs chief engineer-announcer. Fulltime metropolitan outlet. Excellent physical plant. KGNS, Hanford, California.

Help Wanted—(Cont'd)

Technical

Engineer — first class ticket — for country music station serving metropolitan Columbia, South Carolina. Announcing preferred, but not necessary. Call or write Jay Elson—WCAY—Alpine 6-2000—or mail resume, picture, tape to Box 335, Cayce, So. Car.

First class technician and combination announcer-engineer. WKIN, Kingsport, Tennessee.

Technical director. Lutheran technical missionary, Tanganyika, East Africa. Duties: planning installation, maintenance, production, recording, training. Religious, educational, cultural tape program production studios. National Lutheran Council, 50 Madison Ave., N. Y. 10, N. Y.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Production—Programming, Others

News writer with production know-how and strong editorial background for major midwest station. Please send script examples. Box 604F, BROADCASTING.

Bob Laurence, music librarian, last heard from in San Francisco market. Please contact Johnny Wilcox, CHIQ, 206 King Street West, Hamilton, Ontario. Phone: Jackson 8-0181.

Wanted: Program director for KHAK, the "Bright New Sound"—not top 40—soon to go on the air in Cedar Rapids, Iowa. Must have a mature concept of modern radio and be experienced in all phases, including production. Send tape consisting of news, commercials, etc., along with complete resume, salary requirements and snapshot to W. E. McClenahan, c/o KHAK Radio, S.G.A. Building, Cedar Rapids, Iowa.

Local news and sports. Opportunity. Send resume, tape. R. B. Cupp, KOFO, Ottawa, Kansas.

Newsman. Reporter and airman. Run department. Brand new daytimer in Hammonton, N. J. Challenging area. News-minded-management. Contact WNJH, Hammonton, N. J. or WCOJ, Coatesville, Pa. Personal interview preferred.

Continuity director who likes to work. Regular and much production spot work. Many benefits for writer who wants to grow with us. Write Gerry Grainger, WWCA, Gary, Indiana, with resume and sample copy.

Experienced newsman wanted as part-time assistant in radio news, beginning September. Can take graduate work. School of Journalism, University of Iowa, Iowa City.

RADIO

Situations Wanted—Management

Experienced manager desires small/medium market station to lease or manage. Replies confidential. Box 542F, BROADCASTING.

Manager, 20 years experience. Top man sales, programming, promotion, automation. Box 554F, BROADCASTING.

Caught between fast competition and new "get-tough" FCC? Let my twelve years proven experience make money for both of us. I'll train announcers to be "talk of the town" and hire and organize sales force into an aggressive get-results unit. Will work on strict percentage and will accept stock as part payment. First phone. California only. Box 585F, BROADCASTING.

Station manager with ten years experience. Good record. Consider commercial manager. Box 587F, BROADCASTING.

Selling general manager. 37 and thoroughly experienced—16 years. BA degree. Preference—adult appeal. Can triple ratings, sales and profits; enhance image. Have done it; am doing it. Box 608F, BROADCASTING.

Manager: Young, aggressive man, with college degrees plus sales ability and programming experience, wishes to step up to management. Best references. Box 691F, BROADCASTING.

Situations Wanted—(Cont'd)

Management

New or problem stations efficiency consultant. Expert on problem or new stations. Will organize every phase of your station and set it as an efficient, profitable operation. 12 years experience in radio programming, sales, effective administration. Period of consulting will be mutually decided upon evaluation. Write Box 695F, BROADCASTING.

Energetic young radio man seeks working partnership with established station. Chief engineer-announcer offers diversified engineering experience and six figure financial capabilities in return for opportunity to learn sales. Ultimate goal—investment in organization with which I am associated. Box 700F, BROADCASTING.

Best, young sales manager in radio desires management position with aggressive multiple operator. This is your opportunity to get real executive material. Presently in major Rocky Mountain market. Box 707F, BROADCASTING.

Ambitious sales manager presently employed desires larger station. Southwest preferred, but will consider any locale. Desires average travel handling regional and national accounts and supervising local sales. Experienced and successful in all phases of radio selling. Complete resume upon request. Box 711F, BROADCASTING.

Community family man. 36 years old, college grad. Radio 10 years experience, all phases. Advertising background. Honest, sincere, hard worker, willing to roll up sleeves and dig in, willing to invest. Best of references. Box 715F, BROADCASTING.

Ratings down? Billings unsatisfactory? Call Vester Radio Consulting, WKIX, Raleigh, N.C.

You don't need a high priced program director for number one ratings—contact the nation's leading consultant, T. R. Productions. Our stations are number one. Service includes all records, format, contests, d.j. material, production tapes, personal program consulting, tailored program sales presentation. Be first with records. Tops in sound. Popular and good music programming. Call or write: Ralph Petti, v.p., T. R. Productions, 830 Market, San Francisco, California.

Sales

Salesman-announcer-engineer. Proven record. Can help you get profits. Box 586F, BROADCASTING.

Temporarily come sell religious time only on commission payable after you collect. Considering only station selling fifteen minutes at $5. Gross. Gospel Broadcasters, Schell City, Missouri.

Announcers

Soft-sell personality with thorough musical knowledge, including classical desires afternoon or all-night spot. B.S. degree, excellent references. Experience as pd. Box 451F, BROADCASTING.

Versatile announcer looking for employment. Will travel. Box 522F, BROADCASTING.

Experienced announcer-copywriter-newsman. College, vet, top references. Gulf coast, but consider all. Box 533F, BROADCASTING.

Staff announcer, negro, good appearance. Strong news, commercials and dj. College and travel. Board operator, good voice. Box 583F, BROADCASTING.

Pleasant, relaxed style, knowledge tasteful music. News, 4 years experience, medium market. Box 590F, BROADCASTING.

Top morning man—Available soon. Mature, friendly, clever. Tight production. Personal appearances, hops. Married, 28, finest professional-personal references. Mass., Conn., or metropolitan major market. Box 595F, BROADCASTING.

Out of service. Experience with network, two indies, educational station. Box 597F, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer/sales . . . Adult programming wanted. Accent on sales. Oklahoma, New Mexico, Arizona, Colorado, Texas, welcome. 10 years experience. Brochure, interview available immediately. Family man. Box 599F, BROADCASTING.

Tired of paying a man's wages to screaming young hotshots and top forty auctioneers? Here's a seasoned old pro with a smooth professional delivery. I prefer a position as newscaster-news writer but will consider all offers. I have seven mouths to feed and need $200 per week. No more, no less. Box 689F, BROADCASTING.

3 years with same employer. 1st FCC license. Now combo. Married. Two children. Age 25. Have been temporary at Crowell-Collier station. Will consider all replies. Best references from present employer. Box 693F, BROADCASTING.

Sports director looking for sports minded station. Finest of references. Box 696F, BROADCASTING.

Announcing school graduate. Family man. Will move. Available immediately. Reasonable salary. Box 699F, BROADCASTING.

Announcer-pd. 11 years experience in all phases of announcing. Specialty: Personality-dj. Salary $150. Box 716F, BROADCASTING.

Square . . . Dig classical, good adult music and programming. Square salesman, square writer, square announcer. Contact "Cube." Box 717F, BROADCASTING.

Announcer, experienced with phone. No maintenance. Looking for permanent position. Box 718F, BROADCASTING.

Radio announcer with a very good background wants permanent job in television as an announcer. Will go in person for auditions. Box 720F, BROADCASTING.

Dependable, ambitious vet, good board, bright sound, third phone, broadcasting school, some experience and college. Seeking position as announcer. Tape available. Box 723F, BROADCASTING.

Promising young announcer. Strong in all phases seeks opportunity anywhere. Box 724F, BROADCASTING.

Experienced negro dj-announcer. Good newscaster, know all phases of air work and station operation procedure. Free to travel. Tape on request. Box 725F, BROADCASTING.

Announcer, dj, 29, family, 3 years experience, relocate northeast. Box 726F, BROADCASTING.

Experienced announcer-technician with first phone. Family man seeking steady employment. Box 727F, BROADCASTING.

Announcer, personality jock, experienced, tight board, bright ad lib, rock, pop or down the middle, a floater-no, a future-yes. Box 728F, BROADCASTING.

Announcer: Classical and/or fine arts station only! Creative, responsible position sought in well defined operation. West coast preferred. Box 731F, BROADCASTING.

Hey look me over!! My feet are wet. 1st phone. 21, college. Continuity, tight board. Your musical format. Strong on news. Prefer west, please. Available August 3rd. Box 732F, BROADCASTING.

Announcer, 22, single, 3 years experience good tight production, willing to travel. Presently employed, but would like to move. Box 733F, BROADCASTING.

College graduate, announcing school, seeking first radio/television job. Very strong sports and news. Good music okay. Serious, sincere, responsible, intelligent. Excellent references, resume, photo, tape available. Prefer west, California. Box 735F, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Experienced announcer, first phone, seeking summer replacement position, anywhere. Phone-4-7454, Ottumwa, Iowa.

Available immediately. Ability far beyond experience. Tape and resume upon request. Experience more important than money. Richard Barrette, 555 Coggeshall St., New Bedford, Mass.

Combo man. First phone, Grantham graduate, year of control board and announcing experience. Washington area only. Barton Bruins, 730 19th St., N.W., Washington 6, D. C. 347-6882.

1st phone desires summer combo employment. 2 years engineering experience. Ken Daniel, 5219 Parkland Ave., Dallas 35, Texas.

Second class license—two years technical training. Three years announcing experience. Position must be permanent. Can get first phone later. Prefer country music—family. References. H. Hilmus, 664 E. McLemore, Memphis, Tenn.

Blast off with the best sound around. Bill Huntington, 9952 Schiller Blvd., Franklin Pk., Ill. GLadstone 5-7990.

Florida stations. Staff announcer, am and fm, current experience, sincere-sell commercials, network news sound. Write Charles Russell, 150 Ocean Drive, Miami Beach, or phone JE 1-9400.

Technical

First phone engineer, presently employed, wants position in northeast. 15 months experience 5 kw directional. Box 580F, BROADCASTING.

First phone. 1 year experience radio, tv studio. Available Miami, south Florida. No maintenance. Willing to announce. Box 582F, BROADCASTING.

Chief engineer-announcer. Much experience with both. Also copy. Make offer. Box 588F, BROADCASTING.

Technical school graduate first phone, married, desires permanent position with future. Anywhere between Maine and Florida. Box 594F, BROADCASTING.

Three years in radio. Same station. Now doing combo. 1st FCC. Married, two children. Age 25. Will gladly consider offer from any locale. Have worked temporary-part time at Crowell-Collier Station as combo. Best references from present employer. Box 692F, BROADCASTING.

Former Marine operator desires start in broadcasting. First phone, second telegraph license, transmitter watch, or will learn equipment maintenance. Box 697F, BROADCASTING.

Chief engineer, 25 years all phases. Excellent maintenance and administration. Prefer west or southwest. Box 552, Paducah, Kentucky.

Former consulting engineer desires return broadcasting. Executive practical. Plan new station, increase power, etc. 25 years experience, references. Require stable and substantial salary. Engineer, 3785 El Centro, Palo Alto, California.

Young family man with first phone desires opportunity to use same. Willing and able to learn. Joe Lundy, Tonasket, Washington.

1st phone CIE student desires postion in midwest. Good musical background. Some board and announcing experience. John Oelke, 4529 Flad Ave., St. Louis 10, Missouri. MO 4-7090.

Production—Programming, Others

News director, 32, ten years experience. Good solid conservative news, all phases. College, married, two children. Northeast-northwest. $150 minimum. Tape-pic-resume. Details from Box 400F, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Newsman, 25, married, college graduate, degree in radio and television, currently news director in one station market. Desire move to larger market as news reporter or news director. Box 529F, BROADCASTING.

If you believe the public deserves competent and courageous coverage of significant current affairs, and you want an experienced, employed 50 kw newsman with broad background to provide it, we ought to investigate one another. Box 564F, BROADCASTING.

Young newsman on way up. Encouraged by present employer to take giant step from one man news operation to first rate news department. 30, married, 2 children, sports editor Harvard Crimson, play-by-play a specialty, magazine and newspaper background, prefer within 250 miles NYC. Will come for interview. Box 598F, BROADCASTING.

Newsman. 2 years experience. Good writer, average voice. 25, vet, single, college grad, excellent references. Can also write good tv copy. Box 602F, BROADCASTING.

Sports director. 8 years play-by-play experience, basketball, football, baseball. Can combine with sales. Progressive stations planning ahead contact 607F, BROADCASTING.

Newsman—If you're satisfied with news highlights, shallow reporting, just enough to get you by, then i'm not your man. If you want thorough complete reporting, the ability to dig out a story plus dramatic writing and authoritative delivery—then write Box 690F, BROADCASTING.

Program-production manager, 35, returning after year's special work in Europe. Ten years experience in all phases of US radio, from smallest to largest stations. College degree. Especially adept in music programming, spot production, new ideas. Salary important, but not as important as happy, permanent position. Available July 15th. Write Box 704F, BROADCASTING.

Announcer-pd. 11 years experience in all phases of announcing. Specialty: Personality-dj. Salary $150. Box 716F, BROADCASTING.

PD-combo-1st phone-sales. California only. 3349 Alma Avenue, Lynwood, California.

TELEVISION

Help Wanted—Sales

California vhf network station with 50% share of audience needs professionally experienced tv salesman with proven record. Generous guarantee plus commission. Ideal situation plus perfect area to live with room for advancement with multiple owner. Send all facts to Department C, KSBW-TV, Salinas, California.

Energetic tv salesman with ability to build sales. Wealthy market in Kansas. Full power, CBS affiliate. Some active accounts turned over to you. References required. Contact Jack Walkmeyer, General Manager, KWHT-TV, Goodland, Kansas.

Technical

Electronic technician for North Carolina educational television. Must have FCC license. Box 515F, BROADCASTING.

Chief engineer for tv-am network station in the Rocky Mountains. Position open June 15, 1961. Salary open. L. Berger, KTWO AM-TV, 3900 East 2nd, Casper, Wyoming.

TV summer studio relief 2nd class license minimum. Contact: Mr. Merritt, C. E., WICS-TV, Springfield, Ill.

Production—Programming, Others

Immediate opening for tv newsman. Two tv newscasts per day. Mature, hard-selling man will fill the position in this midwest market. Send pic, tape and resume. Box 709F, BROADCASTING.

TELEVISION

Situations Wanted—Management

TV program manager available. Thirteen years programming, film buying, sales and live-film-video tape production. Married, degrees, top references. Box 524F, BROADCASTING.

Station sold pending FCC approval. Manager's contract concluded. Require challenging position in programming, promotion, operations or management. Eight years radio and television with excellent references. Contact Herb Buck, 1008 Chipola Road, Fort Pierce, Florida.

Sales

Sales manager—Successful seller of tv, experienced in programming, sales and sales management. Impressive references. Available in 45 days. Write Box 551F, BROADCASTING.

Experienced tv salesman available with top references, mature, reliable, experienced in all phases television. Prefer southwest. Box 721F, BROADCASTING.

Announcers

Capable, mature announcer. Over fifteen years broadcast experience. Quality news, persuasive commercials, pleasant dj. Seeks announcing and production at major market station, responsibly and creatively operated. Box 545F, BROADCASTING.

Technical

First phone. Married, wants permanent Minnesota or North Dakota location, prefer tv, employed. Box 600F, BROADCASTING.

6 years experience tv broadcasting-supervisory maintenance. 2 years field engineer leading CCTV manufacturer. Desire supervisory position. Box 606F, BROADCASTING.

Chief engineer—experienced administrative, construction, measurements, proofs, 9 years uhf-TV. Box 701F, BROADCASTING.

First phone, Columbia College graduate seeks tv studio technician position in far west. Available immediately. Box 736F, BROADCASTING.

1st phone CIE student desires position in midwest. Good musical background. Some board and announcing experience. John Oelke, 4529 Flad Ave., St. Louis 10, Missouri. MO 4-7090.

Production—Programming, Others

Television program director and film buyer available soon. 14 years experience, married, prefer west or southwest. Box 525F, BROADCASTING.

Program director and/or production manager—small to medium market. Strong organization. Prefer new station or one that needs revamping. Thoroughly experienced in studio, film, production and programming. I've done it before, I can do it for you. Box 694F, BROADCASTING.

TV typing service. Production sets. Contracts invited. Nadine Higgs, 153 E. 29 St., New York City.

Program director; 10 years network director, 2 years local director, 3 years local sales. Excellent reputation. Will invest. Must have solid situation. Box 601F, BROADCASTING.

FOR SALE

Equipment

General Electric 250 watt fm transmitter, BT-1-A. Clean, good appearance, reliable. Overhauled recently, and in excellent condition. $1200.00. Box 416F, BROADCASTING.

RCA 73 B disc recorder—base cabinet—chip and suction equipment—automatic equalizer and Gothem PFB 150 WA recording amplifier—excellent condition. Contact: R. J. Bitner, Chief Engineer, KRVN, Lexington, Nebraska.

FOR SALE

Equipment—(Cont'd)

For sale: 200 foot Stainless tower complete with guys, base insulator, flasher, lights and lighting choke. No photocell, needs paint at pads. Ready to load on truck. $600.00. Call or write WARN, Fort Pierce, Fla. HO 4-1330.

For sale complete operating 1000-watt fm station as package or separate, including GE transmitter type 4BT-1A, GE modulation monitor type BM 1-A, 340 feet 7/8" coax, and Collins 3-bay fm antenna. See it until June 20 in operation. WFAH, Alliance, Ohio. $2800 FOB Alliance.

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 580-D and WP-33 power supplies all at half price. WSM-TV, Nashville, Tennessee.

Gates M5144A RF amplifier for remote reading of frequency and modulation monitors. Like new. Also 150-foot Stainless guyed tower. WSTU, Stuart, Florida.

Presto 6N disc recorder, turntable and cutting mechanism, 87B amplifier. WTND, Orangeburg, South Carolina.

Attention: Brand new, uncrated fm equipment priced 25% off for immediate sale. All or any part of the following items: One Jampro 2 bay antenna. One relay rack Bud RR 1248. One Conelrad receiver. One 1⅝" Spiroline #611625. One #85-1625 (transition from Spiroline to antenna). One #124-1625 fitting at transmitter end of transmission line. One #811-825 (transition to EIA flange). One #500-825. 1⅝" Gas Barrier. One RC-1A remote control equipment. One RCFM-1A amplifier. One Elbow #494-815. One Reel. Call or write Walter D. Caldwell, 408 Amarillo Bldg., Amarillo, Texas. Telephone: DRake 4-0107.

Am, fm, tv equipment including monitors, 5820, 1850A p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

George Kim & Son. Tower-painting, repairing, erection and demolishing. Ebensburg, RD#2, Pennsylvania.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

Two Robert Dollar certified 250 watt 35.58 mc. Transmitters in excellent condition; 2 remote control units (2 recording devices per unit); 25 Richard Florac transistor pocket units. Purchase price new was $5,293.50. Cash sale price $2,375.00. For this excellent package offer please contact: Radio-Call Service, Inc., 14 Andrews Street, Massena, New York.

WANTED TO BUY

Stations

Financially responsible party interested in purchase of southern radio stations (prefer Texas). All responses positively confidential (no brokers). Box 472F, BROADCASTING.

A mature experienced progressive broadcaster desires to purchase with cash up to 51% of class B fine arts fm station in metropolitan area. Station must be in black or on the way. Will participate in management. Also will consider new fm operation. All replies answered and confidential. Box 706F, BROADCASTING.

Radio station, small to medium market. Prefer Florida, other locations considered. 10 years experience, presently in management. Community family man, record sales. Will consider management, lease or purchase. Available immediately. Box 714F, BROADCASTING.

Experienced group of broadcasters want small or medium Florida station or construction permit. All replies confidential. No brokers please. Radio Associates, Inc., Box 81, Brandon, Fla.

WANTED TO BUY

Stations—(Cont'd)

Young experienced financially responsible broadcaster desires partner(s) for high power, tall tower, fine arts fm station in southwest metropolitan area of 400,000. Area has excellent potential. First of seven fm station chain. Have in cash 50% of estimated $80,000 investment. Prefer experienced fm broadcaster. Must be financially responsible. All replies answered. Confidential. Send full resume to George R. Kravis, Kravis Radio Enterprises, 2109 East 30th Place, Tulsa 14, Oklahoma.

Equipment

Used tv studio equipment including synchronizers, studio cameras, film cameras, video tape machines, mobile/portable video switches, audio and test equipment, must be A-1 condition. Frequency and modulation monitors, Box 569F, BROADCASTING.

Used Ampex high speed tape duplicator system. Series 3200 or 3300. Especially interested in a master. Box 737F, BROADCASTING.

800 to 1000 ft. heavy duty used tower capable of supporting Channel 3 six-bay tv antenna. Box 722F, BROADCASTING.

A 250 ft. guyed steel tower. Box 493, Summerville, S.C.

Abandoned transmitter sites am, fm or tv stations with or without tower. Send details to P.O. Box 600, Washington 4, D.C.

Will buy GPL used projector or parts you have. Particularly interested in intermittent movement. Write or call WSIL-TV, Harrisburg, Illinois. Ph: CL 3-7837.

50 kw transmitter perfect condition. Write or wire Radio Programs de Mexico. Mr. Homero Rios D. 109 Bucareli St., Mexico 6, D. F.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

FCC first class license twelve weeks. PCIT, Woodburn, Oregon, YUkon 1-1066.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC first class license in 5 or 6 weeks. Instruction eight hours a day, five days a week. No added charge if additional time or instruction needed, as license is guaranteed for tuition of $300.00. Professional announcing training also available at low cost. Pathfinder Method, 5504 Hollywood Blvd., Hollywood, California. Next classes July 31 and September 8.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 21, (August 30-Closed) October 11. January 3, 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course.

INSTRUCTIONS

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

MISCELLANEOUS

Paying $1,000.00 yearly for 30 minutes daily! ($500.00 for 15 minutes) Gospel Radio Broadcasters, Schell City, Missouri.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N Y.

Comedy for radio performers! Not just lines but material tailored for deejays. "Deejay Manual," a complete gagfile sampler of "radio" comedy. $5.00—Show-Biz Comedy Service (Dept. DJ), 65 Parkway Court, Brooklyn 35, N. Y.

Bingo cards for radio and television programs personalized with your advertisement (you furnish art work) seven days delivery. $1.50 per 1000 F.O.B. Sweetheart Mountain Productions, 1245 South Inca St., Denver 23, Colorado, RAce 2-1940.

BUSINESS OPPORTUNITY

General Steel and Concrete Construction Co. Station builders, all outside plant work from tower to ground system, to transmitter building. New equipment, or good high quality used equipment. Some financing available. Insured, quality work. Tower maintenance, painting, guy-tension, bulb changing, etc. 2, 4, 6, year contracts available. Low rates, call/write TU 6-4429, P.O. Box 802, Watertown, So. Dak.

RADIO

Help Wanted—Sales

REAL OPPORTUNITY

For well-qualified general manager strong in national and local sales. One of top 50 markets, mid-western major metropolitan. Good music programmed independent. Right man can make $20-25,000 first year. Send resume, references and photo to Box 558F, BROADCASTING. All replies confidential.

TV FILM COMPANY

Wants negotiator to deal with networks, ad & talent agencies.

Write:

Box 734F, BROADCASTING

Help Wanted—(Cont'd)

Announcers

ANNOUNCERS (5)
NEWSMEN (2)

East Coast Metropolitan FM Station auditioning experienced, literate, creative announcers, and features oriented newsmen who believe glamour, excitement, and originality can pay off in FM.

P.S. for announcers, we will pay particular attention to English spoken with European or other foreign accent.

Box 526F, BROADCASTING

TOP RATED

Top 20 eastern format station seeking outstanding morning man. Mature, warm personality. Air mail tape, photo and resume.

Box 712F, BROADCASTING

Production—Programming, Others

PRODUCTION-ENGINEER WANTED

For popular music station in top 10 market. Must have ability to work with air personnel in producing commercial and promotion announcements. Must be top board and tape operator. Top dollar ($9,600 to start).

For a top man with production sense to work with the finest equipped station in the country. Send resume and examples of production on tape, air special to:

Box 581F, BROADCASTING

MISCELLANEOUS

Colorful
RADIO MARKET SHEETS *and* **COVERAGE MAPS**

Address Radio Dept. for FREE information and samples.

EVEREADY ADVERTISING
1817 Broadway • Nashville 4, Tenn.

TELEVISION

Help Wanted—Announcers

TV STAFF ANNOUNCER

Qualifications:

Minimum 5 years experience
Commercially versatile
Warm, friendly personality

Send:

Still photo
VTR or film (will be returned)
Resume
References (4)

Program Manager
WJBK-TV
7441 Second Boulevard
Detroit 2, Michigan

WANTED TO BUY

Stations

$100,000
CASH AVAILABLE

To use as down payment for all or 50% of fulltime radio station. Prefer middle to large market within 90 minutes flying time from New York City. Will assume active management, principals only. All replies confidential.

Box 868E, BROADCASTING

FOR SALE

Stations

MIDWEST STATION

Single-market daytime station in small midwest city serving stable trade area. Profitable operation, ideal for owner-operator. Virtually new equipment in first-class condition. Priced to sell. Reason, other interests. Full details furnished in person only. Inquiries in strict confidence.

Box 491F, BROADCASTING

Ohio	single	daytimer	$120M	terms
Ky.	single	daytimer	75M	20dn
N.Y.	single	local	54M	27dn
La.	small	daytimer	27M	6dn
Ala.	small	daytimer	60M	20dn
Ind.	small	regional	125M	cash
Idaho	medium	daytimer	75M	29%
Fla.	medium	regional	90M	30dn
Calif.	sub-metro	regional	100M	29%
Ariz.	metro	fulltime	300M	29%

And others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

FOR SALE

Stations

GUNZENDORFER

CALIFORNIA. North growing market fulltimer *$175,000*, 29% down. *"A GUNZENDORFER exclusive"*

ARIZONA. 1000 watt daytimer. Asking *$145,000* with $42,000 down.

LAS VEGAS, NEVADA. Daytimer asking *$100,000* with $29,000 down. *"A GUNZENDORFER exclusive"*

CALIFORNIA FM. *$55,000*. Low down.

WILT GUNZENDORFER AND ASSOCIATES
8630 W. Olmypic, Los Angeles 35, Calif.
Licensed Brokers *Financial Consultants*

To Buy or Sell Radio-TV properties, it's
PATT McDONALD CO.
Box 9266—GL 3-8080
AUSTIN 17, TEXAS

Bill Trotter	Paul Yates, Jr.
Box 5411	Box 1396
EX 7-3219	FA 2-5488
Memphis, Tenn.	Sanford, Fla.
Mrs. Gerry Switzer	Jack Koste
1620 W. 3rd	40 E. 42nd
EL 2-2163	MU 2-4813
Taylor, Tex.	New York 17, N. Y.

STATIONS FOR SALE

MIDWEST. Profitable suburban FM. $75,000. Terms.

ROCKY MOUNTAIN. Top market. Full time. $150,000. Terms.

NORTHWEST. Daytimer. $50,000 cash. Financing possible to qualified buyer.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

NEED HELP?

LOOKING FOR A JOB?

SOMETHING TO BUY

OR SELL?

For Best Results

You Can't Top A

Classified Ad

in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 97

13) Missoula, Mont., condition; Milford Area Tv Assn., Milford, Utah, on chs. 8, 10, and 12, to translate programs of KUTV-TV (ch. 2), KCPX-TV (ch. 4), KSL-TV (ch 5) all Salt Lake City, Utah; Roy Tv Club, Roy, N. M., on chs. 9, 11 and 2, to translate programs of KOAT-TV (ch. 7) KGGM-TV (ch. 13) and KOB-TV (ch. 4) all Albuquerque, N. M.; Scobey Tv Corp., Scobey, Mont., on ch. 12 to translate programs of KUMV-TV (ch. 8) Williston, N. D., condition; The Aspen Tv Committee, Aspen rural area, Colo., on ch. 11 to translate programs of KOA-TV (ch. 4) Denver, Colo., condition.

KVOO Tulsa, Okla.—Granted licenses covering installation of new trans.; and installation of new trans. to be used for auxiliary purposes only with remote control.

WDAK Columbus, Ga.—Granted mod. of license to operate main trans. by remote control while using DA; conditions.

KVOO Tulsa, Okla.—Granted mod. of license to operate main trans. by remote control; conditions.

WLW Cincinnati, Ohio—Granted cp to make changes in transmitting equipment; condition.

WJAX Jacksonville, Fla.—Granted cp to install new trans. as auxiliary trans. (main trans. location, non-DA).

KIRO Seattle, Wash.—Granted cp to install new trans. as auxiliary trans. (main trans. location); remote control permitted.

WILI Willimantic, Conn.—Granted cp to install old main trans. at present main trans. location as auxiliary trans. (daytime) and alternate main trans. (nighttime); remote control permitted.

KLMS Lincoln, Neb.—Granted cp to make changes in DA pattern (daytime operation).

WRVA-FM Richmond, Va.—Granted cp to move ant. trans. location; change trans.; ant.; ant. system (side-mount fm ant. at top of existing guyed steel tower); decrease ant. height to 355 ft.; increase ERP to 200 kw; conditions.

WWWB Jasper, Ala.—Granted cp to make changes in ant. system (increase height); change ant.-trans. location; install new ant. and ground system.

WMUU Greenville, S. C.—Granted mod. of cp to change type trans.; conditions.

WTRN Tyrone, Pa.—Granted mod. of cp to change type of daytime trans.

WBHF Cartersville, Ga.—Granted mod. of cp to change type trans.

Actions of May 31

Golden Empire Bcstg. Co., Chester, Westwood and Greenville, Calif.—Granted cp for new uhf tv translator station on ch. 76 to translate programs of KHSL-TV (ch. 12) Chico, Calif.

■ Granted licenses for following fm stations: WBBF-FM Rochester, N. Y.; WDHA-FM Dover, N. J., remote control deleted; WAUX-FM Waukesha, Wis.; WLBG-FM Laurens-Clinton, S. C., ant. height 206 ft.; KMAX Sierra Madre, Calif.; KTAR-FM Phoeniz, Ariz.; KLUB-FM Salt Lake City, Utah; WJZZ (FM) Bridgeport, Conn.

WSNJ-FM Bridgeton, N. J.—Granted license covering change in frequency, increase in ERP and installation of new trans.

WFNC-FM Fayetteville, N. C.—Granted license covering change in ERP, ant. height, installation of new ant. and changes in transmitting equipment.

WFLN-FM Philadelphia, Pa.—Granted license covering installation of new trans. and ant.

WOMC (FM) Detroit, Mich.—Granted license covering installation of new trans.

KMCS (FM) Seattle, Wash.—Granted license covering increase in ERP.

WCBL Benton, Ky.—Granted license covering increase in power, changes in ground system and installation of new trans.

WWST-FM Wooster, Ohio—Granted license covering increase in ERP and change type trans.; ERP 51.8 kw.

■ Following stations were granted extensions of completion dates as shown: KAIT-TV Jonesboro, Ark., to Nov. 8; WVST (FM) St. Petersburg, Fla., to Oct. 2; WDJK (FM) Atlanta, Ga., to Oct. 10.

Action of May 29

WISP Kinston, N. C.—Granted change of remote control authority.

Action of May 26

Gunnison County Chamber of Commerce Tv Division, Gunnison, Colo.—Granted cp for new vhf tv translator station on ch. 2 to translate programs of KOA-TV (ch. 4) Denver, Colo., via Monarch Pass, Colo. ch. 13 translator station; condition.

Action of May 25

Four Corners Tv Club, Dolores, Colo.—Granted cps for two new vhf tv translator stations—one on ch. 13 to translate programs of KGGM-TV (ch. 13) Albuquerque, N. M., via Madden Peak, Colo. ch. 6 translator station; condition; and other on ch. 4 to translate programs of KOB-TV (ch. 4) Albuquerque, N. M., via Madden Peak, Colo., ch. 9 translator station; condition.

License renewals

■ Following stations were granted renewal of license, Chmn. Minow not participating: WCAW Charleston, W. Va.; WKIX, WKIX-FM Raleigh, N. C.; WFUN South Miami, Fla.; WMET, WMET-FM Miami Beach, Fla. Action June 7.

■ Following stations were granted renewal of license, Chmn. Minow not participating: KBTM, KBTM-FM Jonesboro, Ark.; KDXE North Little Rock, Ark.; KJEF Jennings, La.; KLCN, KLCN-FM Blytheville, Ark.; KOTN, KOTN-FM Pine Bluff, Ark.; KPEL Lafayette, La.; KVOL Lafayette, La.; KVSA McGehee, Ark.; KWKH, KWKH-FM Shreveport, La.; WCJU Columbia, Miss.; WCPC Houston, Miss.; WGRM Greenwood, Miss.; WONA Winona, Miss.; WRJW & aux. Picayune, Miss.; WVMI Biloxi, Miss.; KALB-TV, KKT-77, KLJ-65 Alexandria, La.; *KLSE (TV) Monroe, La.; WABG-TV Greenwood, Miss.; WBRZ (TV) Baton Rouge, La.; WDAM-TV Laurel, Miss.; WJTV (TV) Jackson, Miss.; KAAB & aux. Hot Spring, Ark.; KAOK Lake Charles, La.; KBCL Shreveport, La.; KHOZ Harrison, Ark.; KTIB Thibodaux, La.; WBOK New Orleans, La.; WXOK Baton Rouge, La.; WJBW New Orleans, La.; WLOX Biloxi, Miss.; KSLA-TV Shreveport, La.; WCBI-TV Columbus, Miss.; WSJC Magee, Miss.; WWL New Orleans, La.; WDSU & aux., WDSU-FM, WDSU-TV New Orleans, La.; WAGF Dothan, Ala.; WFIS Fountain Inn, S. C.; WVOP Vidalia, Ga.; WAAY Huntsville, Ala.; WDWD Dawson, Ga.; WHRT Hartselle, Ala.; WGOK Mobile, Ala.; WAUC Wauchula, Fla.; WINT Winter Haven, Fla.; WCMA Corinth, Miss.

■ Following tv translator stations were granted renewal of license: K72AD Alturas, Calif.; K70BI, K76AP Big Lake, Tex.; K76AL Canby, Calif.; K71AQ Milton-Freewater, Ore.; K74AL Gold Beach, Ore.; K70BR Durango, Colo.; K70BJ, K74AV Navajo Compressor Station, Ariz.; K71AI, K75AG, K79AC Evanston, Wyo.; K74AZ Gallup, N. M.; K76AE, K80AK La Grande, Ore.; K70AP Greenville, Calif.; K74BC Lihue, Kauai, Hawaii; K76BB Honohina, Hawaii; K74AC Bayfield & Ignacio, Colo.; K74AD Pagosa Springs, Colo.; K77AA Bayfield and Ignacio, Colo.; W79AA Claremont, N. H.; K76AK, K80AM Window Rock, Ariz.; K71AJ, K75AK, K81AD Wasco, Ore.; K80AJ San Sara, Tex.; K76AI Powers, Ore.; K72AZ, K74AK, K78AD Ukiah, Calif.; K72BA, K75AP, K78AM, K81AE St. James, Minn.; W79AC Clarks Summit, Dalton & Waverly, Pa.; K70BX Windom, Minn.; K79AK Milton-Freewater, Ore.; K70AW La Grande, Ore.; K77AB, K81AI Alpine and Marfa, Tex.; K72AP Window Rock, Ariz.; K77AF San Saba, Tex.; K70AU Cave Junction and Selma, Ore.; K71AO Wallowa Valley, Ore.

■ Commission granted renewal of licenses of translator stations W70AD Zanesville Publishing Co., Marietta, Ohio, and W71AB, and W80AA Southeastern Ohio Tv System, at Coshocton and Cambridge, Ohio, respectively; without prejudice to whatever action commission may deem appropriate in light of any information developed in its pending inquiry concerning compliance with Sec. 317. Action June 1.

Petitions for rule makings

Petitions for Rule Making Filed

WEPA-TV Erie, Pa.—(5-31-61) Requests amendment of rules so as to allocate ch. 24+ to Erie, Pa. by making the following proposed changes:

	Present	*Proposed*
Erie, Pa.	12,35+,*41,66+	12,24+,35+,*41
Sharon, Pa.	39+	83
St. Thomas, Ont., Canada	24+	69—

Further requests that WEPA-TV be ordered to show cause why its authorization should not be modified to specify operation on Channel 24+. Ann. June 2.

WINA & WINA-FM Charlottesville, Va.—(5-31-61) Requests amendment of rules so as to allocate ch. 11 to Staunton-Waynesboro, Va. Ann. June 2.

Petition for Rule Making Denied

Lynchburg, Va.—(11-13-59) *Requests adoption of procedures whereby public may obtain duplicate copies of commission's frequency data cards.
*Denied by letter adopted and released May 3, 1961 Ann. June 2.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING June 8

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,537	57	115	820
FM	810	63	202	127
TV	486[1]	55	88	98

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING June 8

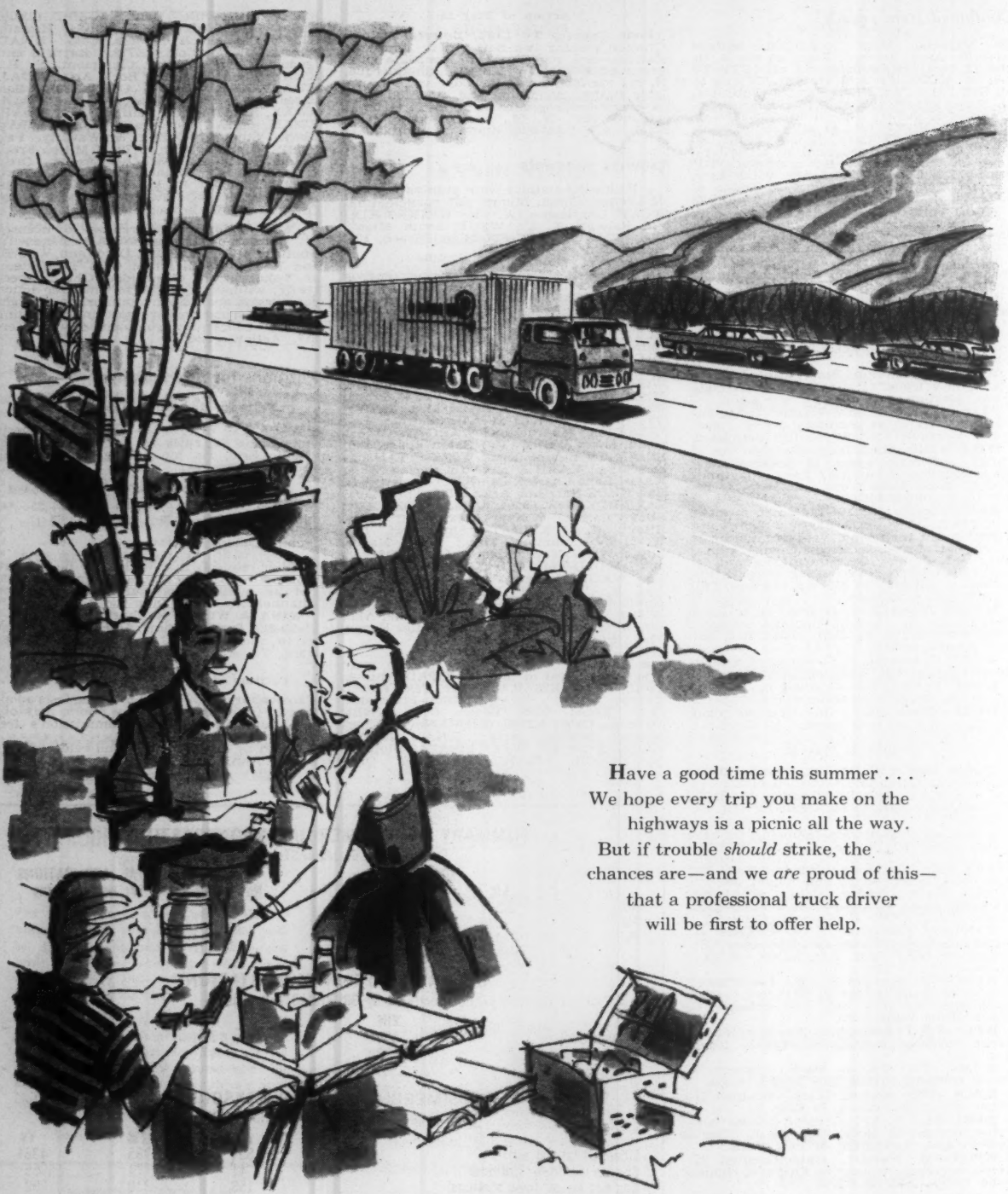
	VHF	UHF	TV
Commercial	464	77	541
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by the FCC (April 30, 1961)

	AM	FM	TV
Licensed (all on air)	3,531	795	486[1]
Cps on air (new stations)	41	71	55
Cps not on air (new stations)	153	210	92
Total authorized stations	3,725	1,076	644
Applications for new stations (not in hearing)	541	73	26
Applications for new stations (in hearing)	198	22	54
Total applications for new stations	739	95	80
Applications for major changes (not in hearing)	513	53	39
Applications for major changes (in hearing)	205	5	16
Total applications for major changes	718	58	55
Licenses deleted	0	0	0
Cps deleted	0	4	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.



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ATA

OUR RESPECTS to John Francis White, president, NETRC

The entire country is his campus

John F. White's early ambition was to become a college president. He didn't attain this goal. But as president of the National Educational Television & Radio Center, which has 51 etv station affiliates stretching from coast to coast, he can call virtually the entire country his "campus."

In recent weeks the magic number around NETRC's headquarter office in New York has been "52." To Jack White and his associates, this signifies that after more than a year of tireless effort, much of it behind-the-scenes, the New York market appears headed for the etv fold. A New York civic group, operating through NETRC, has offered a bid of $5,750,000 to purchase WNTA-TV New York and use it for an educational tv channel. The bid was accepted in principle by WNTA-TV about two months ago, but the contract signing was held up largely because of internal changes within National Telefilm Assoc., which owns the station.

Catalyst ▪ Colleagues insist that Mr. White is the catalyst who will bring an educational channel to the competitive New York market. For more than a year, he has been wangling invitations to meet educators, businessmen, civic leaders, government officials, foundation executives and other opinion-makers and, in essence, to communicate this plea: "New York must have an educational television station."

The odds against an educational outlet in New York were formidable a year ago. But Jack White continued his crusade, lining up supporters and spreading the word that "New York, the center of the communications industry, has to have an educational channel." He was prepared to move in with strength, therefore, when National Telefilm Assoc., in financial straits, decided to dispose of WNTA-TV. Even Mr. White is willing to concede that a climate of opinion in favor of an educational station in New York, which he helped to create, was a crucial consideration in NTA's decision to sell WNTA-TV to a New York civic group.

No Stops ▪ Mr. White's relentless campaign to acquire WNTA-TV for educational tv, his associates say, brought into focus his boundless energy, his prowess as an able persuader and his strong dedication to enlightenment through television. "Once Jack decides that a certain course of action is right," one colleague said, "he never stops until he is proved wrong. He's aggressive all right, but not in a distasteful sort of way."

Mr. White is a trim, medium-sized man who seems to do everything in a hurry. He moves quickly and easily and talks rapidly but cogently. He is a ruggedly-handsome man of 43, whose appearance and manner suggest solidity and authoritativeness ("But don't say he's stuffy." a co-worker says. "He's anything but that.")

John Francis White was born in Waukegan, Ill., on Oct. 17, 1917, but spent his childhood in Chicago where his father, the Rev. E. S. White, was an Episcopalian minister. He was an active youngster in high school and at Lawrence College, Appleton, Wis.

Mr. White received his B.A. degree in political science from Lawrence in 1941, and began his career there that year as an admissions counsellor. In 1944, after earning a Master's degree in political science from the U. of Chicago, he joined the staff of the Illinois Institute of Technology. He served there successively as director of admissions, assistant dean of students, dean of students, and dean and director of the development program.

In 1950 he left Illinois Tech in Chicago to become vice president of Western Reserve U. in Cleveland. The following year he played a prominent part in putting the first accredited college course on commercial television and during the next four years at Western Reserve, he continued to work on the development of etv.

By-passed Presidency ▪ By 1955 his accomplishments in educational tv had come to the attention of the board of directors of WQED (TV) Pittsburgh, an educational station, which offered him the post of general manager. He recalls he paused about accepting the position. He realized that his next opportunity in education was as president of a college and he credits an old friend, Dr. Charles Heald, now president of the Ford Foundation and then president of New York U., with helping him to make up his mind. Dr. Heald urged him to accept the WQED offer, pointing out: "Jack, you're still young enough to take the chance. And television has great potential."

NETRC's White
Better than being college president

Today Jack White has "no regrets" about his choice. During his three years at WQED, he says, he began to learn of "the tremendous opportunities of educational television" and "the surface has not been touched." At WQED he was instrumental in raising the annual budget from $250,000 and expanding the programming hours from 30 to 90 a week.

The reputation he fashioned at WQED as a resourceful leader and capable administrator won for him in 1958 the position of president of the National Educational Television & Radio Center in New York. In less than three years at the center Mr. White is credited with having raised the number of affiliated non-commercial stations from 30 to 51; boosted the hours of programming emanating from the Center to 10 hours weekly and equipped all NET stations with video tape recorders.

Help Those Who . . . ▪ Mr. White regards the role of the center in this way: it should provide programming to station affiliates; it should provide counsel and financial assistance to etv stations and it should help communities that "want etv to help themselves." He noted that if the group buying WNTA-TV does not come up with funds to buy the station, NETRC will lend the money.

Mr. White married the former Joan Glasow of Fond du Lac, Wis., in 1943. They have three children—Susan, 16; Michael, 11 and Christopher, 9. The family home is in Tuxedo Park, N. Y.

He belongs to numerous educational groups, fraternities and societies. His broadcast-oriented affiliations include the Joint Council on Educational Broadcasting, the Television Committee of the American Council on Education, and the Broadcasting Advisory Committee of the United States Information Agency. He says he "plays at" golf at the Tuxedo Club.

Mr. White is "too busy" for any hobbies, and adds: "I enjoy my work. This is much better than any college president job."

EDITORIAL

The critical week

BROADCASTING is in more trouble today than it was during the bleak winter of 1959-60 when television quiz shows and radio payola were under congressional investigation. Today the sources of the trouble are more diffuse and the cures of it more difficult to prescribe. It is understandable that the commonest reaction among broadcasters is that of a man who has been hit over the head repeatedly while walking down an alley in the dark.

The immediate cause of the present reaction was the speech delivered by FCC Chairman Newton Minow at the NAB convention last month. But Mr. Minow's speech was in truth no more than an official endorsement of a critical attitude that has become increasingly fashionable among intellectuals over the past year or longer. In the extreme tensions of the moment it is easy to forget the sequence of events that led up to and perhaps shaped the present circumstances.

The television quiz investigation exploded into national prominence when Charles Van Doren confessed in early November 1959. The networks that had been involved tidied up their housekeeping, and the incident might have had no further effect if it had not been followed by an investigation of payola, primarily in radio.

Payola never received the intense publicity that was precipitated by the quiz investigation, but over many months the subject was kept alive by prosecutions of record companies by the Federal Trade Commission, the adoption of an anti-payola law by the Congress, and continuing investigations by the FCC. There are still some radio station license renewals that are being held up pending disposition of payola charges.

MEANWHILE, in December 1959 and January 1960 the FCC held a full-dress hearing on program policies. During it, a number of articulate critics of broadcasting—whose principal target was television—appeared to argue for increased government control over programming. Their testimony received wide publicity.

At the same hearing broadcasters themselves invited endless trouble when the NAB and network witnesses agreed that the FCC had the right to review programming as a means of judging the character of a license applicant. From those hearings came an FCC statement last July in which the commission announced a toughened policy. The principle of measuring performance vs. promise as a condition of license renewal began to take shape. It was that principle that Mr. Minow emphasized repeatedly in his NAB speech as the means of forcing program improvement.

While these official actions were taking place, the balance of competition within television was radically changing. ABC-TV became a strong third force, attracting larger audiences, more advertising, more station clearances than it had formerly enjoyed. Its strength came largely from action-adventure shows, and the inevitable consequence was that the other networks to some degree reoriented their programming to suit the new conditions.

The change in emphasis of network programming began to be noticed by professional viewers. In the past year the television critics who write for newspapers and magazines have adopted an attitude of disenchantment. Coincidentally, general columnists and commentators have devoted more attention to television than ever before, and the attention has been largely unfavorable.

It may be true, as ABC-TV has recently been saying in another context, that there is nothing harder to stop than a trend. Certainly the trend of adverse criticism of television has not been stopped, not even by the explosion of great television journalism that was set off by the political campaigns of last year and is still bursting out on all channels.

More and more, in the past year or so, have outside pressures threatened to assume command over broadcasting and less and less have broadcasters seemed to be in control of their own destiny. This condition cannot be allowed to continue if broadcasters wish to stay in business on anything like the basis they have become accustomed to.

TO a large extent, the reaction of broadcasters to the problems of the past year and a half has been defensive. They have waited to be hit before taking action, and when hit they have conducted their defenses unilaterally. It has been rare that one network has gone to the assistance of another, even when joint defense would have benefited both. Stations have found it difficult to act in concert for lack of an effective trade association. The NAB operated most of last year without a president. Its new president, LeRoy Collins, chose to spend his first few months planning a structural reorganization as a preliminary to his taking over administrative command. For more than a yaer the NAB has been held together by a secretariat and the parttime efforts of an advisory board whose members could not entirely disengage themselves from the hard job of running their own properties.

At this point of broadcast history, radio and television are in real danger of being nibbled to death piece by piece. That is the condition that confronts the joint board of the NAB as it meets this week in Washington. It will be largely up to the board to decide whether the condition continues.

The board will have weighty matters to consider, including Mr. Collins' reorganization plan and proposals to strengthen the radio and television codes. But the weightiest matter is not listed on the agenda. It is the determination whether NAB will continue in its present state of relative immobility or be shaped into an instrument that can command the respect of members and the general public.

It is the board, no one else, that has the obligation to set the policy that governs the NAB during the next critical months. A weak policy will only extend and amplify the troubles of broadcasting. A strong one could mark the beginning of the reversal of the trend that has been running against the best interests of broadcasting.

Drawn for BROADCASTING by Sid Hix

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